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PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXXIV

NEW YORK, AUGUST 21, 1913

No. 8

IN one day two men have called upon us, each from a different house.

To both it occurred that a modern advertising service might be helpful in extending the present market for their goods.

To us these men represented not only two different houses, but two different viewpoints upon the seeking of advertising advice.

In the natural course of discussion, Caller "A" deemed it wise to inform us only upon those points about his business with which we already were familiar—of what he made, of how he made it, for how much it was sold, of the distributive channels through which it reached the final user—and there or thereabouts his confidence closed.

Upon request, backed by sensible reason, Caller "B" told us of that which we did

not know—of his actual output, his capacity, his costs, of profit margins to his trade, the distribution of his selling effort, where he was weak, wherein was his strength, and why, in every zone in which he sold.

Caller "A" departed rightly convinced that but little help could be forthcoming here.

For Caller "B," based upon figures furnished, has been devised a plan which, he assures us, cannot but result in a broader sale than his goods have thus far known.

To the manufacturer who will disclose nothing of his facts it is possible to promise—not to perform.

But for the man who, meeting us upon a ground of common confidence and mutual respect, tells us that which to be helpful we must know—for him, nine times out of ten, we are positioned to extend a practical promotive service in proportion to the measure of his need.

N. W. AYER & SON

Philadelphia

New York

Boston

Chicago

**67% for \$11 less
than is asked for
33%—and the 67%
is Superior Quality**

READ THAT AGAIN

It means that you can get over TWO-THIRDS of the total passenger traffic of Greater New York for \$11 less per day than *one-third* will cost. The TWO-THIRDS include the great rapid transit systems of the Metropolis, which carry FAR-RID-ING, Time-to-Read, passengers.

The official reports of the Public Service Commission show that there is a *daily* average of 4,851,083 passengers carried on *all* the lines of Greater New York.

3,278,614

of these riders are carried on those lines for which Ward & Gow are exclusive advertising agents.

This moderate rate is a *secondary* reason why six of our clients have remained with us for 27 years; five for 15 years; nine for 12 years, and eleven for 8 years. The *Primary* reason is **PROFITABLE RESULTS.**

We have exclusive control of the Card and Poster Space on the Subway and Elevated Lines of New York and are Sole Agents for all Car Advertising in Brooklyn

WARD & GOW

50 Union Square

New York

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXXIV

NEW YORK, AUGUST 21, 1913

No. 8

The Kind of "Selling Helps" We Dealers Need

By John Allen Murphy

Owner of Three Stores at Watertown, South Dakota

THE other evening I gathered together, at a little lunch, fifteen of the most progressive merchants in our town. Practically every kind of a retail store was represented.

Most of these men are wide-awake, alert, and getting ahead. They are generally acknowledged to be successful—the kind of men on whom the national advertiser must rely for the distribution of the mass of his products. Presumably these gentlemen know something about merchandising. While none of them are "Fields" or "Wanamakers" in embryo, still they are fairly representative of the better class of retailers throughout the country. The meeting was called for the purpose of discussing the "selling helps" that the advertiser gives the dealer. I am going to try to tell the readers of PRINTERS' INK something about what I learned from that discussion and also some of the things that I have observed in my experience as a retailer.

It was the consensus of opinion of those present at the meeting that most advertisers are doing a lot to help the dealer, and that these helps are becoming better and more effective each year. Manufacturers were highly commended for their generosity in

rendering selling aids. The disposition of the average advertiser to play square with the retailer was not questioned even once. The progressive dealer is satisfied that the manufacturer is trying to help him, but he is not always satisfied with the kind of help offered.

FITTING THE "HELP" TO THE DEALER TYPE

What many advertisers don't



DEALERS LIKE SUCH WINDOW CARDS BECAUSE OF THE EXPLICIT INFORMATION

seem to understand is that all retailers are not alike. There are a hundred or more different types of dealers, representing every degree of efficiency. No one piece of advertising matter will suit all these types, nor fill their needs. Some merchants are in the vanguard of progress, and others are bringing up in the rear several miles behind. The stores of the former are neat, well appointed and up-to-date in every way, while

the stores of the latter have the appearance of a second-hand "joint," and yet even these so-called stores get rid of a vast quantity of advertised goods, and the advertiser cannot afford to ignore them.

Between these two types are many other kinds of stores, each requiring a slightly different variety of help. What one will use the other will not. Perhaps the advertising matter that will appeal to the progressive merchant is the very stuff that the others should use, but the point is that they will not use it. It is here where so many advertising men make a mistake. Sending out broadcast any kind of a selling help to the retailer is sheer waste. The larger part of it will never be used.

LET DEALER ASK FOR WHAT HE WANTS

Don't send any kind of a selling help to a retailer unless he has asked for it! That is almost always a safe rule to follow, except in cases where the matter to be sent out is inexpensive and of such a nature that the majority of dealers who receive it will make some use of it. Not one advertising man in a dozen has any conception of the monumental waste that results from sending out dealer stuff unsolicited. One store that I know of weighed all this matter that it was unable to use, and in a little over four months it threw away 2,200 pounds of it.

And this is a progressive store, too! It handles mostly advertised lines.

The manager is an excellent advertiser and always uses any kind of a selling help suited to the needs of his store.



A GOOD $3\frac{1}{2}$ x 7-INCH CARD

While contrary to the general opinion, it is the unprogressive retailer that uses the loud, gaudy, highly lithographed advertising matter sent out by so many manufacturers. His store is loaded with it. That is why it looks like a junk shop. The best store in the town where I live hasn't over a dozen selling helps displayed, while an old-fashioned general store, twenty years behind the times, has circulars, stickers, hangers, folders and everything else pasted and plastered in every available nook and corner. This profusion of advertising matter minimizes the selling value of any particular piece.

BETTER DEALERS DISCRIMINATE

The tendency among the better class of dealers is not to litter up their store with signs, placards, streamers, hangers, etc. They use neat, homemade signs and price tickets almost exclusively. The average dealer either employs a clerk who can make cards, or else he is able to paint a rather presentable sign himself. This does not mean that these dealers don't want selling helps. They do, but they won't use anything that offends good taste. For instance, the most prosperous grocer in our town will hang up no advertising matter of any kind, regardless of how expensive it



TINTED SHOWCASE CARD, $9 \times 7\frac{1}{2}$ INCHES

may be. He has one of the neatest grocery stores in the Northwest. He does use good window stuff, however, but it must be uncommonly artistic. He is very partial to good booklets, and to any kind of high-grade dealer-help literature that he can send to his customers through the mails. He goes to a lot of trouble and expense in distributing it, too.

Re-Orders—

To lessen your cost and effort in securing re-orders, place your advertising in mediums known to merchants for their consumer-influence.

Mediums known to merchants for their consumer-influence must be mediums also exercising dealer-influence.

No advertising medium in the country is better known for its combined dealer-and-consumer influence than The Butterick Trio (*The Delineator*, *The Designer*, *The Woman's Magazine*). Your advertising in The Butterick Trio will assist you to make your first sales to merchants.

Your continuous advertising in The Butterick Trio will move the goods from their shelves and make room for re-orders. Use this double-barrelled merchandising power. November forms close September 5th.

The Butterick Trio

**1,400,000 Guaranteed Average
Monthly Net Circulation**

James A. Townsend,
Western Adv. Mgr.,
1st National Bank Building,
Chicago, Ill.

W. C. McMillan,
Eastern Adv. Mgr.,
Butterick Building,
New York.

Many specimens of the matter sent to the dealer for his use are of such a fantastic design or shape that he does not care to use them. Airships to be suspended from the ceiling and Dutch windmills to be stood up on a counter and all that

with which it is used. If it were about a third the size, and printed neatly, it would make an excellent price card. Why advertisers go to the expense of getting up freakish selling-helps is one of the great unsolved mysteries. Matter pre-

pared with the evident intention of being "clever" usually falls short of its aim. The keynote of the effective circular or sign, or whatever it is, is simplicity and not cleverness.

The Western Clock Company knows the dealer's needs. Every help they give him comes close to hitting the mark every time. Their advertising is very nearly 100 per

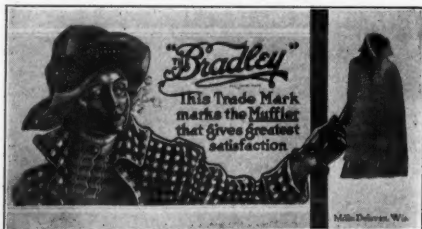
cent efficient. It possesses a snap and ginger that compels reading. A Big Ben ad is about as fascinating reading as a Wallace Irwin or Berton Braley poem. Recently I had a window display of their "Lookout" alarm clocks. The packages in which the products of the Westclox come help to sell them. The simple beauty and grace of the packages added greatly to the strength of my window display. With the shipment I received a lot of posters, about 13x20, showing a grizzled life-saver, lithographed in colors, in the act of calling "All's



"GOOD IDEA, BUT WE NEVER SEE THOSE FACES OUT IN DAKOTA"

sort of stuff will be immediately scrapped by the sensible retailer. Cut-outs, if well done, are popular for window displays. Many of them, however, are poorly executed and are too large for convenient use. I have just seen a cut-out, showing a boy and a dog, from the makers of the K. & E. Boys' Rompers and Blouses that is very effective. It is neat, beautifully executed, and of a size that is practical for a variety of uses. That cut-out will be kept at work until it becomes shabby from handling. The carton and cut-out window exhibits sent out to the grocery trade are, with few exceptions, excellent, but they never should be sent without an order. Don't these advertisers know that three-quarters of their expensive displays are never used?

A show card that looks like a crazy quilt does not appeal to the average dealer. I have one before me measuring 12x5, from the Ambrosia Chocolate Company, that contains nearly a dozen different kinds of type and as many sizes. That card will mar any display



STREET CAR CARD THAT DEALERS LIKE TO USE FOR WINDOWS

well." It is a "help" that any dealer may well be proud of using, and at the same time it is so inexpensive that the manufacturers are justified in putting one

Contributors to one issue of
SCRIBNER'S
 SEPTEMBER

THEODORE ROOSEVELT

Ex-President of the United States

"The Life-History of the African Lion"

THOMAS NELSON PAGE

Ambassador to Italy

"The Romantic Founding of Washington"

HENRY VAN DYKE

Minister to the Netherlands

"Daybreak in the Grand Canyon of Arizona"

FRANCIS E. LEUPP

Ex-Commissioner of Indian Affairs

"The Progressive Idea in School Management"

EDWIN H. BLASHFIELD

"Mural Painting in America"

FICTION

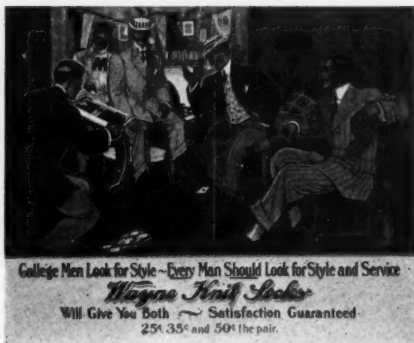
EDITH WHARTON, - - - "The Custom of the Country"
 JOHN GALSWORTHY, - - - "The Dark Flower"
 JAMES B. CONNOLLY, "The Battle-Cruise of the Svend Foyn"
 MAARTEN MAARTENS, - - - "A Gallic Victory"
 BARRY BENEFIELD, - - - "Anna Lipinsky's Star Flag"
 SYLVIA CHATFIELD BATES, "The Little House of Dreams"

ARTISTS

CARLTON T. CHAPMAN EDWIN H. BLASHFIELD
 ANDRE CASTAIGNE HENRY MCCARTER
 HENRY RALEIGH H. J. MOWAT
 C. W. ASHLEY

Do you wonder that Scribner's has a strong hold upon its readers? The advertising pages for October will go to press September 5th. \$250 per page.

CHARLES SCRIBNER'S SONS
 597 FIFTH AVENUE, NEW YORK



"USED ONLY BY OLD-FASHIONED RETAILERS," HE SAYS

in each case. A fair proportion of them will be used by the dealer. This poster added an artistic touch to the window that helped the sales. In fact, it so pleased my customers that many of them asked for one of them. This enterprising clock firm does things so nearly right every time that the dealer cannot help but feel friendly towards it. Having the dealers so enthusiastically on their side explains the wonderful success, achieved in so short a time, of these people.

The makers of drinks for soda fountains have certainly solved the problem of helping dealers sell their concoctions. In this town, Coca-Cola, Welch's and Armour's grape juice and Hungerford's products are kept before the inhabitants in a variety of palatable-tickling ways. Their method of co-operating with the dealer is almost ideal.

CLOTHING TRADE SENDS GOOD MATERIAL

The clothing trade seems to receive more selling-helps from the makers than any other kind of retail store. On the whole, the advertising matter sent to the clothier is high-grade and expensive. He receives so much good stuff that it disgusts him to get any that is cheap or ineffective. The up-to-date clothing man is very discriminating as to the kind of advertising he will use. He requires

such excellent stuff and receives so much that meets his requirements that it is folly for the advertiser to send him anything until he is sure the dealer wants it.

There is no concern in America (and that means the world) that sends out as much practical, useful, excellent stuff to help the dealer as Hart, Schaffner & Marx. Everything they send out is useful, and they send it out in such a way that the dealer will use it. For over three years I've been

marveling at the ingenuity of this concern's ideas. And the quantity of matter they send! It is stupendous! To be on this firm's mailing list for a year or two is to receive a liberal education in advertising and merchandising. I know two young chaps who have become high-grade advertising men by merely studying the selling stunts of this Chicago manufacturer. I don't know of an ad-



GOOD FOR WINDOWS. COLORED CARD
10x8 INCHES

vertiser anywhere that seems to understand the dealer as well as Hart, Schaffner & Marx. This is not intended as a reflection on the other clothing manufacturers. All the well-known clothing concerns are alive and help the dealer wonderfully, but Hart, Schaffner & Marx are doing such excellent work that I could not refrain from

Concentration

The Bunched Hits Score the Runs

The miner whose prospecting consists of plowing up a mile or two of mountain side is going to get a *lot* of good, healthy exercise, but very little money. If it is gold he wants he had better stick to one likely spot and *dig*.

Likewise the ball team doing the *least* stick-work often scores the *most* runs. Again the answer is "bunched hits"—concentration.

The Wisconsin Agriculturist

A Concentrated Selling Power

Its 62,000 guaranteed circulation is concentrated in one state among one class and the best element of that class. It reaches practically every Post Office in Wisconsin, and in many communities has more circulation than the local "weekly." It exerts among *one* class in one State the power which the average national publications scatter over *all* classes and 48 States.

And The Wisconsin Agriculturist reaches buyers. Our people have not yet become "malefactors of great wealth," but ten years of steadily increasing income has given them the confidence that comes of continued prosperity. There is nothing like an increasing income to loosen the purse-strings.

They are buying the necessities, the comforts, even the luxuries of life, such as Automobiles, Cameras, Telephones, Food Choppers, Sewing Machines, Phonographs and a hundred and one things once unknown to farm life.

The Record of Successful Campaigns

made by The Wisconsin Agriculturist as a result of its concentration of circulation among a prosperous people would surprise you. Our 62,000 subscribers read it every week for profit, not pleasure, with a confidence born of experience.

We would like to show an interested advertiser not only what the Agriculturist can do in direct sales, but also its power on the dealer. We have some facts we believe will interest any man who wants new business. We would like to show such a man what we are doing and how little it costs to reach our people.

The Wisconsin Agriculturist

RACINE, WISCONSIN

ARTHUR SIMONSON
President

Wallace C. Richardson, Inc.
Eastern Representatives,
41 Park Row,
New York City.

FRANK W. LOVEJOY
Director of Advertising

George W. Herbert, Inc.,
Western Representatives,
Advertising Building,
Chicago.



Cash Rebate—A pro rata rebate will be paid each advertiser if the net paid circulation falls below 60,000 copies weekly

To Find the Tail-Short Stim-Strout

Caford Unajama

Don't let me see the head of a man who doesn't know the difference between a tail and a head.

Sleeping Suit of Comfort for Men and Juniors

Absolutely Free from Binding

The dress effect of the Unajama is superior to the most expensive in the market. It is the only garment in the world which is the most comfortable of the season.

Unajama Co. Manufacturing Co.

THIS MAKES DEALERS SMILE, BUT ONLY IN PITY

telling the readers of PRINTERS' INK about them, hoping that advertising men may be led to study their methods.

Brass signs and similar high-grade helps, sent to the clothing trade by John B. Stetson, Hawes Von Gal, Manhattan Shirt Company and other well-known firms, are kept at work in some way by the average dealer. These signs look so good that he wouldn't have the heart to discard them. The drygoods trade, comparatively neglected by advertisers, is in a position to use a few of the same high-grade helps, such as are sent to clothiers.

Real photo stuff is always good for every kind of a store. It is interesting, eye-compelling, and there are few dealers who won't use it in some way. Not enough of this kind of matter is sent out.

There is no form of selling helps that the dealer appreciates more than newspaper electros. He has use for an almost infinite variety of them. I have a large cabinet full of them, and yet I haven't enough. The better class of merchants like plain electros, without any reading matter, illustrating the goods that they can run with their own copy. They want them in different sizes so that they can be made to fit any space.

For another class of merchants, electros of ready-made advertisements are good, provided they are written from the dealer's standpoint. It is comparatively easy to get the average merchant to say he'll advertise, but it is a herculean

job to get him to write the copy. If he had a few ready-made advertisements on hand, he would advertise more frequently, especially if these advertisements were written so well that they brought the merchant results that he could estimate. The kind of cuts sent out by the clothing manufacturers are not suited to the requirements of the small town. In real life one never sees, outside of the pur-

Special Sale Headings

ON account of the demand for them, we will continue to furnish the sale heading electros below, which were first introduced in this book last season. They will serve to make your special sale announcements attractive and "different" from the numerous similar ads usually run during the special or clearance sale period.

They can also be used on your circulars or printed on cards for window display to more closely connect your store with your newspaper advertising. We will gladly furnish special assistance at any time in the preparation of your plans and advertising of special sales.

House Cleaning Sale

Underpricing Sale

End-Season Clean-up

SPECIAL ELECTROS THAT ARE APPRECIATED

HISTORY MAKING EVENT**M. H. de YOUNG BUYS THE****SAN FRANCISCO CALL***The Oldest Morning Newspaper in San Francisco*

Including all its circulation, mailing list, presses, machinery, franchises, good will and property of every description, and the Morning Call will be consolidated with the

San Francisco Chronicle

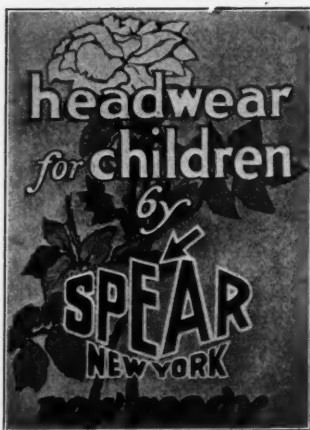
on August 31st. The last issue of the Morning Call will occur on that day and commencing on September 1st there will be only two morning papers published in San Francisco and only two Sunday Newspapers.

The Call's fine color press will immediately be taken down and moved to the Chronicle press room, and the bulk of the other machinery will be sold as the Chronicle does not need the same in its present magnificently equipped newspaper establishment.

THE CHRONICLE-CALL CONSOLIDATION MEANS IN CIRCULATION

Sworn Net Paid Circulation of the Morning Chronicle	66,087
Sworn Net Paid Circulation of the Morning Call	- 54,290
TOTAL	120,377

C. J. BROOKS, Eastern Manager, 313 Temple Court, New York.



WINDOW STICKER THAT DOES NOT APPEAL
TO PROGRESSIVE MERCHANT

lieus of Fifth avenue, New York, the dapper, chappie-like, unnatural young fellows shown in so many clothing advertisements.

Advertisers should have a better way of sending out cuts. They should try to make the dealer realize vividly what results he may reasonably expect from using the cuts properly. The other day I received three electros from The Homer Laughlin China people. I don't recall now whether or not I asked for them. Anyway I wanted them, and am using them in our local daily with excellent results. If those cuts had come to the average retailer in the mail, as they came to me, without a letter or similar message from the manufacturer, he would be likely to neglect to use them. With the cuts a letter should have been sent—the purpose of which would be to "sell" the cuts to me; convince me, in a few words, that it would pay me to use them. A circular showing how other dealers had used them should have been inclosed with the letter. This circular could have reproduced a few of the various china advertisements that dealers may have run. It should also have recited a couple of profitable selling stunts that dealers had worked with Homer

Laughlin China. Perhaps, it could have quoted from a few testimonial letters from retailers. Such a letter and circular, properly prepared, would have given the average dealer an itch to get busy and try those stunts himself.

Moving picture slides are a selling-help that seem to be very popular with the dealer. He likes this form of advertising because it unquestionably pays, in most instances, and because it does not worry him in preparing copy. The vast majority of retailers know that they should advertise, but the preparation of copy that will pan out is what bothers them. Right here lies the manufacturer's biggest opportunity to do some thing worth while for the retailer. In most towns moving picture slides have not been overworked, as yet. It will be a long time before they are.

GOODS ON DISPLAY CARDS NOT WANTED

Merchants, as a whole, don't care to have goods put up on a display card, and yet manufacturers are spending a fortune every year in doing this very thing. Most of these cards won't work. They won't stand up over a day or two, and soon become un-

(Continued on page 75)



STORE POSTER SHOWING WHY DEALERS
LIKE "BIG BEN" HELPS

In Less Than A Year



has increased in paid circulation
FROM

600,000 Copies
Monthly

TO

750,000 Copies
Monthly

This remarkable growth is not of the "mushroom" variety and is not stimulated by clap-trap offers to subscribers. "Needlecraft" has merely walked into the success that awaited the first woman's needlework magazine to enter the small town field.

Women in the small communities have always wanted an authentic needlework magazine. Several such magazines circulate in the cities, but their styles are so extreme as to interest only city women. For this reason "Needlecraft" fills a long-felt want in an immense field by confining its efforts exclusively to women living in the small towns and villages, and by showing advance styles that have been modified to suit their more conservative environment. Hence "Needlecraft's" popularity among this class of women.

No Advance In Rate

Although "Needlecraft" has more than 750,000 paid subscribers—all heads of families—the rate remains \$3.00 per line. This is the rate usually charged by "Standard" magazines for 600,000 circulation in big cities where families and wealth *per capita* are both small.

Why not use "Needlecraft" to increase Fall sales? You should make an exceptionally good showing at our low rate.

The Vickery & Hill Publishing Company

30 N. Dearborn St., Chicago

Flatiron Building, New York



Irvin Cobb—"Star Man" of the Saturday Evening Post—begins his first series of stories in any monthly magazine in the September number of THE RED BOOK MAGAZINE

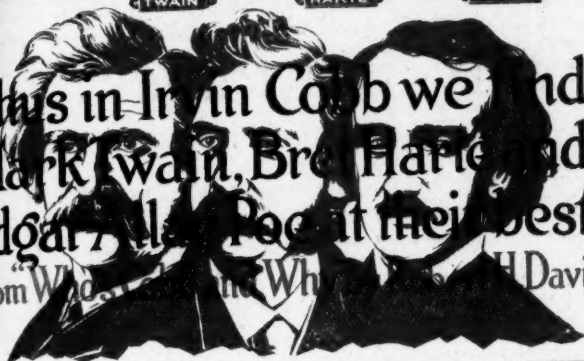
THE
M
Ed
fro

TWAIN

HARTE

POE

"Thus in Irvin Cobb we find
Mark Twain, Bret Harte and
Edgar Allan Poe at their best"
from "Who's Who" and "Who's New" H. Davis



SEPTEMBER 1913

PRICE 15 CENTS

THE RED BOOK MAGAZINE

ALL
STAR
WRITERS
in this



Rupert Hughes
Irvin S. Cobb
H. G. Wells
Peter B. Kyne
L. B. Mason
C. W. Smith
Clarence S. Raymond
Fred R. B. Scholz
Alma Martin Stabrook
Wood. L. M. Evans
Oliver and others.

JAMES 100 CENTS

Only 150 Pages

There are very few pages untaken in the October issue—"Woman's Work Number"—of Good Housekeeping, the advertising section of which, following our annual custom, is rigidly limited to 150 pages, balancing an equal amount of text.

A special feature of October will be the making all page advertisements, after they appear in the magazine, into shop window display bulletins, *in two colors*, for distribution among the 5000 Good Housekeeping Stores. There is no extra charge for this service.

*You can hardly afford
to stay out of this issue.*

Good Housekeeping Magazine

Coöperates with the Retail Merchant

NEW YORK WASHINGTON BOSTON CHICAGO

AUG 25 1913
Testimonial Coming Out
Public Under the Ban

More Testimonials Than Are Dreamed of in the Common Advertising Philosophy—The Near-Testimonial and Its Rising Importance—Some Comparisons and a Classification.

By Charles W. Hurd

"**WHAT'S** a testimonial?" asked the advertising man.

"An endorsement," said the advertising agent, soberly.

"Which implies an endorser?"

"Naturally."

"Name and address given?"

"Of course."

"What's this then?" The advertising manager pushed over a magazine with a page ad of Hole-proof hosiery in it, showing a tennis player talking hose to his wife.

"Why, that's an imaginary scene to humanize the argument," said the agent. "What's the connection?"

"It's an endorsement?"

"Oh, yes; an imaginary endorsement," admitted the agent.

"But an endorsement. It's the endorsement that gives it its value."

"Sure. I see where you're headed."

"Then why not a testimonial?"

"Or a near-testimonial."

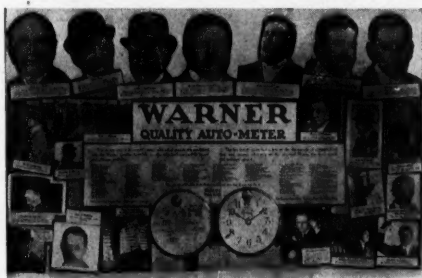
"That's better still. What I wanted to get at was this: If we talk about testimonials as being only lists of names or signed letters, and don't think of the imaginary scenes and dialogues of this kind as being near-testimonials, then we miss a point of view I am getting ready to believe is important. The distinction now is artificial; the ads are not supposed to have anything in common. Whereas if we find that the testimonial *idea* runs through hundreds of ads that are not supposed

to be testimonials, then we have a basis for reclassifying them in some rational way and criticizing them with reference to their power."

That is the excuse for bringing up a matter on which advertising men differ strongly, on which much has been written, and about which there apparently remains little new to be said.

Until recently the testimonial was almost anathema to most advertising men. It had been associated with unsavory nostrum advertising and it was supposed to have been badly overdone. Perhaps it was, for a time, in its old shape. But some advertisers refused to give up what they called a good thing merely because the good thing had been abused, and now the tide appears to have turned and to be running full tilt back towards testimonial and testimonial idea. Witness the advertising for Sanatogen, Tuxedo tobacco, Warner Auto-Meter, Timken axles, Tarvia, Three-in-One oil, Hamilton watch, and many other articles.

What, then, are the merits of the testimonial and the imaginary or near-testimonial? When can the one or the other be used, and



TESTIMONIAL AD BY IMPLICATION

when not? How do they compare with other types of ads? About how far up or far down in the scale of efficiency would you place them?

Naturally, we cannot be precise or dogmatic about the matter. There is no known scale of efficiency. There is no one type of

There are only two ways to get away from this "I-the-advertiser-say-so." One is to get somebody else to say so—namely, the giver

of a testimonial. The other is to *pretend* that somebody else says so. It really is the advertiser speaking, but it has something of the force of another person's assertion, of a disinterested user's. It is a pretended endorsement, an imaginary testimonial. Why not, then, include it in the testimonial family, or adopt it and call it a near-testimonial—if it helps to clear things up?

Of course, in saying that the advertiser *pretends*, we are far from stigmatizing the practice. It is legitimate, logical, and laudable. No one is deceived. The advertiser simply says: "Let me tell a little story to illustrate what I mean. Here's Johnny Jones and his sister Sue. They wear my goods and are tickled to death," etc., etc. And there you are.

It's only a step from picturing the *use* of an article. You show it worn or eaten or handled or operated by the kind of human beings you expect to sell it to. That is *demonstration* in the copy.

Then you go a step further and picture the celestial satisfaction breaking out in smile and gesture as a result of such use. That is endorsement—*testimonial*.

He would be a very foolish advertiser who merely illustrated use when he could also illustrate satisfaction.

What the advertiser really does in all these cases of near-testimonial is to *personify* the satisfied user and put the argument in his mouth. He shows the use, shows the satisfaction, and then tells why. The more reality he can put into it the more he *helps* the reader to *understand* and appreciate it.

So we can sum up our progress, such as it is, by including in the testimonial family everything that carries the idea, real or fictitious, of outside endorsement. And we can classify them as ads which carry real testimonials, ads which offer to send the reader a book of testimonials or a list of satisfied users; and, lastly, ads which show imaginary scenes and relate imaginary conversations—three classes.

Can we take these three classes and say of them that one is most important, another second, and another last? I don't believe we can even say that of the classes, any more than we can of ads of different types. Too many other things enter in. An ad of the least promising class and type, if we knew which that were, might, if fitted to a house, a campaign, and a need, be far more productive than one of the most approved class, even when prepared by a master hand, if not properly joined to the campaign. Too many things enter in.

A CLASSIFICATION SUGGESTED

But we can look a little more closely at the different classes and try to find the scale of usefulness, and, hence, efficiency. Something may come out of the box.

And first the real testimonial ads—how divide the class? Why not, very simply, this way?

1. Bare list of names of users.
2. Name with letter of endorsement.
3. Name with letter and picture.
4. Name with letter and picture and incident.
5. Name with picture.
6. Name with picture and incident.
7. Name with incident.
8. Letter with name on request.
9. Picture (portrait) without name.

The list is no sooner set down than we see how impossible it is to make hard and fast rules. A few names of first rank might outweigh the best single name signed to a fine endorsement accompanied by a lively photograph of a true incident.

On the other hand, an old list of fine names might be galvanized into fresh efficiency by having one or more of its number played up with letter or incident. We cannot dogmatize.

But we do not on that account have to give up the chase. Even the "ifs" and "buts" are valuable if we know where they come in. We will take them up in a later article.

THE HOME PATTERN COMPANY has purchased *Toilettes*, a New York publication, with a record of twenty-four years of service in the field of fashion.

The September issue will be published by the new owners.

Beginning with October, *Toilettes* will be merged with the new five-cent dress publication recently announced as HOME JOURNAL FASHIONS, under the new name of

The Criterion of Fashion

FORMERLY "TOILETTES"

The combined publication will be, in editorial scope, physical make-up and character of contents, exactly as described by our original announcement of HOME JOURNAL FASHIONS—an authoritative, practical, popular-priced monthly, devoted exclusively to women's chief interest—dress.

No change in advertising rate is made on account of the circulation brought by *Toilettes*.

All advertising matters should be taken up with

THE CURTIS PUBLISHING COMPANY
ADVERTISING DEPARTMENT

41% Have Passed Away

Out of 417 publications devoted to rural subjects, listed in a directory six years ago, 173 have disappeared, or over 41 per cent. Advertisers were wasting money in every one of those forlorn hopes.

In buying advertising space, it is a pretty good business rule to stick to the established and successful mediums—those which have grown like the oak, not swiftly, but steadily and gradually for a long period of years.

The youngest of the Associated Farm Papers dates back to 1895, the oldest was born in 1859. Four saw the light of day back in the seventies, and three in the eighties.

And each of these papers is now stronger, and is reaching more farmers, and is carrying more advertising, than ever before in its history.

They comprise a safe and sane list for an advertiser who thinks he is entitled to the trade of a half million good farmers.

Associated Farm Papers

Nine Live Ones

For Sectional and National Advertising Accounts

	Established
NATIONAL STOCKMAN AND FARMER, Pittsburgh, Pa., Supreme in Ohio and Pennsylvania.	1877
FARMERS' REVIEW, Chicago, Ill., Supreme in Illinois.	1877
FARMER'S GUIDE, Huntington, Ind., Supreme in Indiana.	1889
FARMER AND BREEDER, Sioux City, Iowa, The Cream of Four States (Ia., Neb., Minn., S. D.)	1878
NEBRASKA FARMER, Lincoln, Neb., Supreme in Nebraska.	1889
FARM AND RANCH, Dallas, Texas, Supreme in Texas and Southwest.	1883
CALIFORNIA CULTIVATOR, Los Angeles, Cal., Supreme in California.	1889
RURAL CALIFORNIAN, Los Angeles, Cal., Supreme for Fruit-Growers and Ranchmen.	1877
THE RANCH, Kent, Wash., Supreme in the Pacific Northwest.	1895



Guaranteed Circulation, 537,000, non-duplicating

Associated Farm Papers

CHICAGO

Steger Building,
D. C. Kriedler, Manager.

ST. LOUIS

Globe Democrat Building,
C. A. Cour, Manager.

NEW YORK

Fifth Avenue Building,
S. E. Leith, Manager.

"Jones of Binghamton" Dies

Some Facts Regarding General E. F. Jones, Founder of the Jones Scale Works, Widely Known as the Inventor of the Slogan, "Jones, He Pays the Freight"—A Contributor to PRINTERS' INK

GENERAL Edward F. Jones, widely known as "Jones of Binghamton," died at his home in Binghamton, N. Y., on August 14, aged eighty-five years.

General Jones was the originator of the slogan, "Jones, he pays the freight" which brought wealth and fame to his large manufacturing plant in Binghamton—Jones of Binghamton, Inc., scale manufacturers—and his activities outside the confines of business, especially in politics, are well remembered by the men who were doing things in this country during the early nineties.

General Jones was born on June 3, 1828, in Utica, N. Y. When the Civil War broke out he went to the front as colonel of the Sixth Massachusetts Regiment. At the close of the war Colonel Jones was made brigadier general. In 1865 he became a member of the Massachusetts House of Representatives and in 1866 established his factories in Binghamton. In 1885 General Jones was chosen Lieutenant Governor of New York State, having run on the same ticket with David B. Hill. General Jones was re-elected to the same office after the expiration of his first term.

From the conclusion of his lieutenant governorship until six years ago, when he became blind, General Jones was extremely active in business and as a writer. His writings always had a vein of humor which was very entertaining. Among his books are "Origin of the Flag" and two works of fiction, "Richard Baxter," and "Uncle Jerry."

General Jones took great pride in the popularity of his slogan which brought him prominently before the advertising world. He

had advanced ideas as to what should be included in advertisements, some of which are included in an article which he wrote for the issue of PRINTERS' INK, dated January 6, 1892. In this article, which PRINTERS' INK now quotes in full, it is also seen that General Jones' gift of humor did not desert him when writing on business subjects. The article was captioned, "How to Cook a Hare" and is as follows:

"We are told, in the old cook books, that the first and most important requisite is to catch the hare. So with advertising, you must first secure attention, and this can best be done through the headline of your ad. This must be not only impressive, to induce your fish to bite, but, if you would land him, it must be expressive; its form such as to attract the eye, and the matter that which will arouse curiosity, or inspire sufficient interest to lead to the reading of what follows.

"It used to be a favorite saying of Barnum's that the public liked to be humbugged. Judging other people by myself, I never believed it, therefore never thought it wise to inveigle people into reading some item of knowledge or humor, only to inform them at the end of the existence of a universal panacea that would 'cure all ills that flesh was heir to.' When the reader reaches the end of the deceitful item he is of the opinion that the nostrum is as big a fraud as the ad, and avoids it.

"To accomplish the object suggested, 'Jones, he pays the freight' was concocted. The result has been more than could have been expected. As a profitable ad it has been unequaled, and without such intention or expectation has become a part of the literature of the age; and the term 'pays the freight' is made to serve comprehensively a great variety of purposes of expression.

"'Pay the freight' is a most significant expression, and to do so, as the term is now generally understood, goes far beyond the simple settlement of the common carrier's charges, and embraces the responsibility for the cost of

obligation, business, personal and social.

"The simple but idiomatic expression, designed to announce to the public the fact that the manufacturers of the Jones Scale would defray the cost of transportation to the destination desired by the purchaser, has become of common use in this commercial day. We hear it from the pulpit, the forum, the lecture platform and the political stump. So broad is the signification of the term under discussion that to say that a man 'pays the freight' is to credit him with a discharge in full of all the obligations of life; of having done all that lay in his power to do to entitle him to the enjoyment of all the good things of this life and that to come.

"The full and generous significance of the term was never entirely comprehended by me until, awhile since, when about to address a meeting which was being opened with prayer, the good minister in his introduction of my humble self to the Supreme Being, closed with, 'And now, good Lord, wilt thou always enable him to pay the freight!' At first it seemed ludicrous, even to me, and I saw a smile running over the faces of the audience. But when I turned my eyes to the humble, sincere preacher, who, on bended knees, with upturned countenance and uplifted hands, was addressing the Throne of Grace, I felt that a benediction was being invoked in my behalf, and I was reverently thankful.

"And now, Mr. PRINTERS' INK, 'may you always be able to pay the freight,' is the wish of

"EDWARD F. JONES."

Cleveland Ad Club Elects Officers

The Cleveland Publicity Association held its annual meeting last week and elected the following officers: President, A. M. Briggs, of the A. M. Briggs Co.; W. B. Waggoner, railroad supplies, first vice-president; Jesse H. Neal, of The Root Newspaper Association second vice-president; C. B. Dyer, of the Otis Lithograph Company, secretary; Edward W. Klein, of the Cleveland Trust Company, treasurer.

Walter B. Cherry, first vice-president of the A. A. C. of A., addressed the gathering.

New Sphinx Club Committees

President E. D. Gibbs of The Sphinx Club, New York City, has appointed the following committees: Executive Committee, William R. Hotchkin, George Ethridge, James O'Flaherty, John Irving Romer, Samuel Brill, Samuel Molit, John Hawley; Speakers Committee, Barrett Andrews, Bernard H. Ridder, P. B. Bromfield, Edward Hungerford, F. Irving Fletcher, James O'Flaherty, Collin Armstrong; Membership Committee, Howard Davis, Richard H. Waldo, J. M. Hopkins, Thomas A. Barrett, Richard W. Lawrence, Herbert S. Houston, Barron G. Collier; Publicity Committee, Justin McCarthy, Jr., Walter Hammit, Walter D. Walker, J. M. Hopkins, W. R. Hotchkin, Samuel Brill, J. Frank Beal, Jr.; Entertainment Committee, Preston P. Lynn, Einar F. Meyer, Harry G. Atkinson, E. A. Westfall, S. E. Leith, James Gilroy and Paul Meyer.

Plans to Boom Oysters

The week of October 20-25 will be a big one for the oyster industry, if present plans of the Oyster Growers' and Dealers' Association go through. The week will be called "Oyster Week" and in order to concentrate dealers' attention on it, it is said the association will advertise in trade papers, circularize the trade, provide colored hangers, distribute recipe books to consumers, etc.

H. H. Walker Agency Reorganized

It is announced that H. H. Walker, Inc., an advertising agency of New York, has been reorganized with a capital stock of \$100,000. Officers of the agency are: President, H. H. Walker; vice-president, J. F. Myers; secretary M. B. Smith; treasurer, G. L. Lewis.

Watson Vice-President of Stewart Company

Herbert Watson, formerly director of campaigns for the Chas. H. Fuller Agency and later with the System Company, has become vice-president of the H. D. Stewart Company, advertising agents of Chicago.

St. Louis Ad Man Starts Panama Paper

Harry H. Niemeyer, a former St. Louis advertising manager and newspaper man, is one of the proprietors of the newly established *Panama Evening World*. Charles W. Jones is associated with him.

White Leaves Marion Car Co.

W. McKim White has resigned as advertising manager of the Marion Motor Car Co., of Indianapolis. The advertising is now being handled by the J. I. Handley Co., which recently took over the sales end of the Marion Company.

A Better Idea for Your Advertising— “Selective Circulation”

How many opinions are there respecting things about advertising? Heaven only knows!

What are we all *agreed* on?

The *elimination of waste!*

This is a method for eliminating waste for manufacturers of machinery and kindred lines:

The Hill Publishing Company publishes the leading paper in each of the five most

important engineering industries.

Each industry is a tremendous consumer of machinery.

The total circulation of these papers is 103,250.

Select from that total just the circulation that represents possible buyers of your product!

That is “Selective Circulation.”

Compare these highly specialized circulations with the circulation of the ordinary “Mother Hubbard” paper—which covers everything and touches nothing.

Imagine the waste for any manufacturer of anything outside a product of universal uses.

Tom, Dick, Harry and the three Graces all subscribe to it—only a very small percentage of them is worth while to the maker of any specialty.

But with *this* system of *Selective Circulation* you may pick the possible buyers of *your* product, pay for that circulation and none other and thus reduce “waste” to its lowest possible proportions.

Details?

Hill Publishing Co.

505 Pearl Street

New York City

THE five quality circulation engineering weeklies of the Hill Publishing Co. are:

The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

Engineering News (1874)

The standard Paper of Engineering and Contracting. Circulation 20,000.

American Machinist (1877)

Devoted to the Work of Machinery Construction. Circulation 27,250.

Power (1880)

Devoted to the Generation and Transmission of Power. Circulation 34,000.

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 12,000.

The Cheaper Product as an Entering Wedge

How the Housewife Who Thinks Van Houten's Cocoa "Costs Too Much" Is Reached with a Cheaper Brand—Same Copy for Both Brands Featuring Different Packages

By A. Rowden King

THE usual point of view which the manufacturer with a quality product adopts is that of aloofness—a sort of "holier-than-thou" attitude. In effect he says to the public: "I have the goods. There is no question about that. Now, if you are fools enough *not* to appreciate that fact, and to *refuse* to buy my product, you are the ones to suffer. I can't sell cheaper, and if you don't want to pay the price, you'll never know what you are missing."

C. J. Van Houten & Zoon, of Chicago, are proving themselves one exception to this general rule by a merchandising scheme which centers about a cheaper product, put on the market simply to focus attention upon the more expensive one, and about a very interesting and novel newspaper campaign of advertising in a number of selected cities in the Middle West.

When Mahomet found he could not bring the mountain to him, he went to the mountain. And, while many manufacturers of quality products are finding they cannot bring the masses to the point of being willing to pay for their higher-priced products, C. J. Van Houten & Zoon have found a way to interest the public in their cocoa by a clever elimination of the price question for the time being.

C. J. Van Houten's Dutch Cocoa has been on the market since 1828, when, it is claimed, C. J. Van Houten, a Hollander, "prepared the first cocoa ever made for drinking and cooking purposes." A usual-size can sells for fifty cents, which, the average housekeeper will tell you, is more than she is in the habit of paying.

This cocoa is known and sold all around the world, but until now its position in the selling field has been much more enviable from the point of view of quality than of quantity sales. And it is right here, and to bring about a change in this situation, that the Van Houten office at Chicago, controlling the sales in the Middle West and West, is showing it has a more practical attitude toward its selling policies than has the average organization handling a quality proposition.

TEAMING THE NEW PRODUCT WITH AN OLD ONE

Last fall the manager of the office referred to, and the salesmen under him, mightily surprised the jobbers in their territory by going to them with a new



Food for Mothers and Children

Mothers and children need just such a rich, nourishing food as Van Houten's Dutch Cocoa. Physicians prescribe it for growing children and young mothers. It equals coffee and other drinks because it's a food as well as a gentle stimulant.

VAN HOUTEN'S DUTCH COCOA

But you must be sure to use Van Houten's Dutch Cocoa. For Van Houten's is made in Holland by the Dutch process—it's much richer, smoother, finer. Each sip of this refreshing, healthful food-drink is something—invigorating. And it's cheaper than domestic cocoa because it goes twice as far. Your sleep. Ask your grocer.

C. J. VAN HOUTEN & ZOON, Woerden, Holland
1100-1108 S. Wabash Ave., Chicago

A PIECE OF THE NEWSPAPER COPY

and additional brand of cocoa. This is known as Van Houten's Rona Dutch Cocoa. The name is exactly the same as that of their first product, nearly a century old,

except for the addition of the word "Rona." But the remarkable and vital thing about the new product is that it is put out to retail at twenty-five cents in the usual-sized cans. In other words, it was another grade of Van Houten's cocoa offered to sell at half the price.

"We had little or no difficulty in getting the jobbers to take on the new brand and agree to push it," explains Mr. Hamblin. "Our name and reputation, the fact that Rona is a *Dutch* cocoa, and the retailing selling price of twenty-five cents was a combination they could not easily resist.

"When we explained the real significance of the new brand and showed them the advertising we were going to do, there were exceedingly few who did not line up with us by signing on the little dotted line on our order blanks. Then our salesmen went out and took orders from the retailers whom these jobbers served, who were billed through the latter, thus first putting the goods where

the consuming public could get them before the advertising began."

The advertising campaign that Mr. Hamblin refers to is one of the most remarkable, as far as the writer knows, in that, with the exception of the display lines and the cans shown, the *same* copy and illustrations were used to advertise *both* Van Houten's cocoa—the *fifty-cent* brand—and Van Houten's Rona cocoa—the *twenty-five-cent* brand.

Right here it might be explained that the label on the new brand displays the price, twenty-five cents (and ten cents on a smaller can, which is not illustrated in the advertising). This is an interesting innovation in food-products selling methods. The idea is that, when a woman sees the Rona brand upon her grocer's shelf, she will receive three mental stimuli, namely, the idea that it is *Van Houten's*, the idea that it is *Dutch* and the idea that it costs *twenty-five cents*. She will not be afraid to order it for fear it costs more

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

than she feels she can afford. Further than that, the price was put on the label as another means for the grocer's clerks to differentiate the two Van Houten's brands.

On neither brand is the price made a talking point in the advertising. On the Rona brand advertising the price is, of course, pictured on the label. Then, down near the bottom, the text reads: "Two sizes—10 cents and 25 cents." On the old brand the label shows no price anyway, and the text reads in the corresponding place simply, "Four sizes." Thus in both cases it is primarily a *quality* argument.

The psychology behind the advertising campaign, which has been proven sound by actual experience, is this: Those with whom price is not a matter for consideration and those who from experience have known the goodness of the older Van Houten brand are moved by that advertising copy which refers to the latter just as if it were a separate campaign. If, however, the price is a matter of consideration, and the consumer seems to waver when told about the fifty-cent price at the grocer's, the clerk can adroitly capitalize the pro-Van-Houten point of view by introducing the cheaper Rona brand and by making a sale on that. Thus a new member is assured to the family of Van Houten consumers anyway. On the other hand, although not made prominent in the case of the Rona-brand advertising, the price directly influences those with whom necessity compels the consideration of price.

The immediate aim and effect of the advertising on the Rona brand is to make new members of the family of Van Houten products users and enthusiasts. The Rona brand has merit. It will give eminent satisfaction. But its introduction is not at all for its own sake, but rather for its abilities to create permanent customers for its older brother, the *regular* Van Houten brand. When the Rona brand gives satisfaction, it is the most natural

thing in the world for the consumer to say to himself or herself: "If this is so good, then that other Van Houten brand, which costs more, must be still better. I'll forget the expense and try it."

And the supposition is that, having once been brought to the point of buying a can of the old brand, the latter will be found so good that nothing will thereafter do in its place, not even Rona, which, as far as that individual consumer is concerned, has then served the only use for which it was put on the market.

The Rona brand is the entering wedge. A baker might say to a housewife: "Madam, buy some of my doughnuts. You'll find them much above the average." And, after she had bought and eaten and expressed her satisfaction, he might add: "But my doughnuts, though good, are as nothing when compared with my splendid three-decker layer cakes. Both are made from the same flour, to be sure, but they are by no means in the same class. The layer cake costs twice as much, but it is many times better." That, in a sense, would be a case analogous with the Rona brand.

It is far easier to get big distribution and big consumption upon a low-priced article than upon a high-priced article, no matter what good qualities the latter may possess. The world of merchandising is full of instances of this kind. The majority of our big and successful families of products have been built up upon the basis of introducing the low-priced article first, in order to familiarize the public with the name of the line and of the manufacturer and to familiarize the public, in some degree, with the quality of the products that the manufacturer makes.

The campaign was run in seventy newspapers in about twenty cities in the Middle West. The copy averaged about twelve inches each.

According to Mr. Hamblin, an extremely interesting fact about the campaign is that it has produced the best results in the smaller cities.

THE NEW YORK AMERICAN'S circulation on week days (exclusive of the big Sunday Edition) now exceeds 280,000 net paid copies per issue—a circulation at least 50,000 copies greater than the COMBINED circulation of FOUR OF THE SEVEN New York morning newspapers.

THE NEW YORK AMERICAN during the past twelve months has GAINED more circulation than all the other New York morning newspapers COMBINED.

Greatest Quantity of Quality Circulation

New York American

Main Advertising Office, 239 Broadway, New York
Western Advertising Office, 909 Hearst Bldg., Chicago



The Knickerbocker Press

Leads All the Rest

For more than three years The Knickerbocker Press has published more news than any other newspaper issued in The Capitol District; more illustrations, more pictures and more cartoons than all combined. Within the past year it has superseded the New York newspapers in The Capitol District with the best class of newspaper readers.

For the Six Months Ending June 30th, 1913, The Knickerbocker Press Leads in Advertising

During those six months the advertising of the home merchants of The Capitol District was distributed as follows in the newspapers published in Albany:

THE KNICKERBOCKER PRESS

1,572,858 lines

Times-Union - 1,512,910 lines

Journal - - 1,036,840 lines

Argus - - 322,448 lines

THE KNICKERBOCKER PRESS

leads the Argus by - - 1,250,410 lines

THE KNICKERBOCKER PRESS

leads the Journal by - 536,018 lines

THE KNICKERBOCKER PRESS

leads the Times-Union by - 59,948 lines

**Remember, The Knicker-
bocker Press Leads in All
That Is Worth While!**

THE JOHN M. BRANHAM CO.

Special Representatives

Mallers Bldg., Chicago

Brunswick Bldg., New York

Chicago Examiner

Leads in Morning Newspaper Circulation in Chicago

A canvass of over 420 newsstands was published in page space in the EXAMINER of July 31, and reproduced in 7 pages Printers' Ink of Aug. 7th.

A *second* installment of over 250 newsstands and carriers was published in the EXAMINER of Aug. 2nd.

These newsstands and carriers were taken at random from each section of the city—North Side, South Side, West Side. Each stand is clearly designated in our tabulation, copies of which may be had on request. The report reflects the comparative sales of each morning paper throughout the entire city. The totals (to date) are:

Examiner	-	-	84,233	(Sunday Excluded)
Record-Herald	-	-	31,893	"
Tribune	-	-	77,853	"
Inter-Ocean	-	-	7,913	"

The above figures are for **DAILY EDITION ONLY**. Of course the **Chicago Sunday Examiner** sweeps the city (besides reaching 4,100 towns and villages in the tributary states), beyond comparison with its contemporaries.

Chicago Examiner

M. D. HUNTON
220 5th AVE., NEW YORK

HEARST BUILDING
CHICAGO

Strong Displays by Use of "Ben Day" Process

Effective Examples of a Method of Treating Display That Is Growing in Popularity—Numerous Varieties of the Process—Some Treatments to Avoid as Dangerous

By Gilbert P. Farrar

WHILE awaiting my turn in an engraver's office recently, I overheard the following conversation between the engraver and another of his customers.

"Say, you know I've heard quite a bit of talk about some kind of a process you use in making cuts. I think they call it Ben Day or some such name. What is it? What can you do with it?" inquired this practical average man.

"Well," said the engraver, "it's a process for quickly applying to drawings or engravings dots, lines and many designs that would consume an all-too-expensive amount of time if done by one of our high-salaried artists. Your second question is a puzzle. I've never been able to discover all the things that can be done with the Ben Day process. Someone is doing something new with it every day."



FIG. 1—SEVERAL VARIETIES OF THE PROCESS USED HERE

This conversation immediately aroused in me a strong desire to find out what advertisers and engravers were actually doing with the Ben Day process.

A successful business man has said that it is not always the man who made an article that became rich or famous. It is usually the genius that intelligently adapts and applies the article.

There are a hundred or more different designs used in the Ben Day process, but there are only a few that are adaptable to a wide range of uses. And—here's a tip—the engraver can seldom tell you what design is best for your use.

The wide-awake ad men and the bright artists who work for these ad men and for advertisers are responsible to a large extent for the development and extended use of the Ben Day process.

Who, other than the artist, could be responsible for the application of the Ben Day screens on the Milo ad? (Fig. 1.) Note how the several patterns are made a part of a clever piece of pen-and-ink work.

Who else but a practical ad man could have reasoned out the arrow shown as Fig. 2?

A black arrow with this amount of white lettering would be too gaudy and too hard on the eyes of the reader; simply an outline of the arrow surrounding the wording would not be impressive or distinctive enough. Hence, I say, it is not always the engraver who knows best how to apply the Ben Day process.

A good plan is to gather all the facts and examples possible from the engraver and then decide for yourself how they should be used.

There are danger signals to be

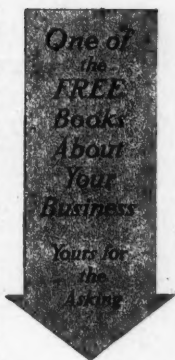


FIG. 2—A GOOD DEVICE



Resinol stops skin torments

THE soothing, healing medication in Resinol Ointment and Resinol Soap penetrates the tiny pores of the skin, clears them of impurities, and stops itching instantly. Resinol heals eczema, rash, ringworm, and other eruptions, and removes disfiguring pimples and blackheads quickly and easily, even when other treatments have been useless.

Prescribed for 18 years

Resinol is not an experiment. It is a doctor's prescription which proved so successful for skin and scalp troubles that it has been used by other doctors all over the country for eighteen years. No other treatment for the skin now before the public can show such a record of professional approval.

Practically every druggist, large or small, sells Resinol Ointment (50c and \$1) and Resinol Soap (50c), but you can save time and expense if you prefer. Send to Dept. 88-S, Resinol, Baltimore, Md., for a liberal sample of each and the two new Resinol liniments.

FIG. 3—A STYLE THAT IS WIDELY USED

observed in the use of this process just as there are in the use of any of the other devices of advertising.

If for newspaper work, a screen—or design—must be used that is not too fine. It must be clear and open—not easily filled up.

If, on any kind of work, several screens are used, one should not be heavier than another, except for good reasons.

In my quest for data bearing on the use of the Ben Day process I found only a few screens in general use.

The screen most generally used is the straight line as shown in



The easy Resinol way to get rid of pimples

PIMPLES and blackheads disappear. Unsightly complexions become clean, clear, and velvety, and hair health and beauty are promoted by the regular use of Resinol Soap and an occasional application of Resinol Ointment. These soothing, healing preparations do their work easily, quickly and at little cost, when even the most expensive cosmetics and complicated "beauty treatments" fail.

For 18 years Resinol has been a doctor's prescription and household remedy for eczema, pimples, rashes and other skin eruptions. Sandruff, burns, cuts, and blisters healing instantly. Resinol Ointment (50c and \$1) and Resinol Soap (50c) are sold by all druggists. For sample of each, write to Dept. 88-S, Resinol, Baltimore, Md.

FIG. 4—ANOTHER OF RESINOL'S "BEN DAY" DISPLAYS

the Resinol ads (Figs. 3 and 4). In Fig. 3 this plain background very forcefully accentuates the outline drawing. Imagine how flat this would be without any background; how coarse it would be with a black background, and how expensive it would be with a hand-drawn background.

It is also hard to imagine any process more effective and distinct than the fine lines on Fig. 4.

Economy is also a factor in the use of the Ben Day process.

Fig. 5 is a full-page ad from *The Literary Digest*. Figure the difference in cost between a half-tone screen at outline half-tone



The Final Choice of the Discriminating Purchaser

After trying out several different types of motor trucks for the past two years, The Atlantic Ice and Coal Corporation, of Atlanta, Georgia, has recently ordered fifteen White Trucks for immediate delivery.

Responsible firms prefer to purchase truck equipment from responsible manufacturers. This is one of the reasons why the final choice of the discriminating purchaser is invariably White.

Another point of importance is the fact that White Owners continue to buy White Trucks. When Whites are used, experimentation ceases.

White Trucks are the most economical trucks to operate.

THE WHITE COMPANY
CLEVELAND
Manufacturers of Gasoline Motor Cars, Trucks and Tractors

FIG. 5—AN ECONOMICAL AND EFFECTIVE DISPLAY

rates and the Ben Day screen at line-cut rates, plus a slight cost for handling the Ben Day machine. Ask your engraver.

This White Motor Company ad could be placed in a newspaper without changing a dot, and it would print equally as clear. There need be no worry or expense for a new half-tone of a wider screen.

One thing is certain, Fig. 5 is not the work of an amateur.

The straight-line Ben Day background used in the Valspar ad (Fig. 6) undoubtedly makes this

cut more expensive. But isn't the actual picture more distinct, the background more dignified and different and the entire cut more attractive than the plain, gray half-tone background?

The use of a Ben Day background for a half-tone subject is not frequently seen, but there is no reason why this method could not be applied by many advertisers.



"Don't worry! It won't hurt the table! It's varnished with Valspar—the new varnish that liquid can't hurt what!"

"It's a cup of hot coffee on my table would ruin it."

VALENTINE'S VALSPAR
The Varnish You Won't Turn White

Think what would happen to ordinary varnish on your table top if a cup of boiling coffee or tea were spilled over it. You know it would be absolutely ruined.

One varnish will stand such a test unmarred. It is Valspar.

You can pour boiling water on a Valspar surface and leave it there until it boils—it won't hurt it a bit.

You can wash it freely with soap and water—the only effect will be to make the surface cleaner.

This proves that Valspar is really waterproof.

Other varnishes under such tests turn white and disintegrate.

Valspar is unsurpassed for household use on floors, furniture, trim and fixtures of every kind. You can wash it without fear of having the surface turn white. On interior work of every kind we guarantee that it will give twice the service of any other varnish made for that purpose.

For outdoor use on front doors, piazza floors and furniture, no other varnish is so satisfactory. Valspar dries with great rapidity and is hard over night. Rain and snow have no effect on its lustre and its durability is remarkable.

Valspar costs more than ordinary varnishes, but remembering that more than Valspar.

Send for free two ounce sample. With it we will send a testing panel, directions for use and the name of your nearest dealer.

Prices: Gallon Can \$4.50; Half Gallon \$2.25; Quart \$1.25; Pint 60c.

VALENTINE & COMPANY, 412 FOURTH AVENUE, NEW YORK

CHICAGO BOSTON TORONTO **VALENTINE'S** LONDON PARIS AMSTERDAM

W. P. HILLER & CO., San Francisco, Agents U.S. Pacific Slopes

FIG. 6—A HALF-TONE BACKGROUND WOULD NOT HAVE DONE AS WELL

National advertisers are the most progressive users of newspaper space. If there is any new "wrinkle" developed they are usually quick to apply it.

The Moxie Company is using a series of newspaper ads with a straight-line Ben Day background and stippled figures. Fig. 7 is one of the ads of this series. This was a six-inch three-column ad.

The background is excellent, as it produces the "darkness" which causes the white spot to "stick out" and exclaim—MOXIE! The stipple on the faces, however,

gives the two persons the appearance of having the measles. These figures in plain black-and-white lines would convey a better im-



FIG. 7—GOOD EXCEPT FOR THE FRECKLED FACES

pression to the practical reader who takes everything for granted just as he sees it. If the ad gives the idea that Moxie will produce pimples or freckles, how can the returns be as large as they might be?

A Ben Day design—or screen—may look very good when the cut is "proved" on engraver's proof paper by hand, but when these screens of dots, lines, etc., are printed with soft ink on soft paper they become very much darker and the effect is not what was expected.

The more these Ben Day de-



FIG. 8—GOOD HANDLING OF THREE "BEN DAY" SCREENS

signs sink into the paper the blacker they become. This is especially worthy of notice when using them on newspaper ads.

However, when a fine stipple or dot is used to obtain a gray shading inside of an outline letter, the dots are protected and do not sink into the paper very noticeably. Yet dots in such a small area are liable to be uneven and unsatisfactory.

An excellent handling of three Ben Day screens in one ad is shown in the Irving Straus ad (Fig. 8). The screen on the coat is different from that on the hat and both look well on the straight-line background.

WE LEARNED HOW TO BUILD SPRAY PUMPS BY USING THEM

For years we have experimented with our own machines in real orchards, to see just how they work. We watch to see how they wear, how different solutions affect them, what pressure they raise, and so on. Whenever we see a chance for improvement, we add it and try it out.

OF COURSE YOU WANT A

Deming Spray Pump

We make over 30 styles; gasoline engine machines, traction pumps and big hand pumps, knapsack grid bucket outfit—all one high grade of workmanship, with working parts of brass.

ASK FOR CATALOG AND NAME OF DEMING DEALER NEAR YOU
Deming Spray Pumps are sold by hardware and implement dealers almost everywhere. Consult your dealer; insist upon getting DEMING Sprayers. If he refuses, write us.

THE DEMING COMPANY, 225 Green Building, Indianapolis
CRANE CO., Pacific Coast Agents,
Portland, Seattle, Spokane, San Francisco

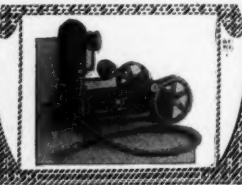


FIG. 9—NO GOOD REASON FOR "BEN DAY" HERE

I have noted the fact that there are more than a hundred Ben Day designs. A great many are simply various thicknesses and various spacings of the plain lines and dots. Most any tone of color is possible in a black-and-white cut treated with the Ben Day process.

But why some of the designs—or screens—were ever placed on the market is about as hard to explain as is the existence of some type-faces.

The Deming Pump ad (Fig. 9) is an old ad, but it is a good example of how not to use a Ben Day design. There is absolutely no excuse for a Ben Day on this

ad. And certainly this crazy-quilt idea has no relation to spray pumps. The poor little cut of the pump has a hard time to be seen.

Central Division Features at Cincinnati

At the Central Division Convention of Associated Advertising Clubs, to be held in Cincinnati, September 24, 25 and 26, the following topics will be discussed: "Efficiency of Advertising and Sales," C. R. Stevenson, chairman, general manager National Veneer Products Company, Mishawaka, Ill.; "Dealer Co-operation," William Boyd, chairman, Western advertising manager Curtis Publishing Company, Chicago; "Truth in Advertising," Blacque Wilson, chairman, editor *Blade*, Toledo, O.; "Service That Advertising Has Rendered the Public," C. L. Benjamin, chairman, advertising manager the Cutler-Hammer Manufacturing Company, Milwaukee; "Should the Manufacturer Have a Reasonable Control of the Resale Price of His Article? What it means to Manufacturers, Who's-essentials, Retailers and Consumers," J. E. Linihan, chairman, president United Cereal Mills, Chicago, Ill.

In connection with the convention there will be an exhibit of business appliances, advertising novelties, sales systems and various industries allied with advertising.

"Toilettes" Merged With "Home Journal Fashions"

The Curtis Publishing Company has purchased *Toilettes*, a fashion publication which has been in that field for twenty-four years and will merge it with the recently announced new Curtis publication *Home Journal Fashions*. The combined publication will be issued under the new name, *The Criterion of Fashion*. *Toilettes* was formerly issued by The Peerless Pattern Company.

Williams, Pierce's New York Manager

Jay C. Williams has been appointed manager of the New York office of Pierce's Farm Weeklies, the *Iowa Homestead*, the *Wisconsin Farmer* and the *Farmer and Stockman*.

Mr. Williams went with the Pierce Weeklies direct from the Iowa State College of Agriculture and has been a traveler and district manager in the circulation department of the Pierce organization.

Erickson Agency Changes Name

The name of The A. W. Erickson Advertising Agency of New York has been changed to The Erickson Company, Inc. The personnel of the organization, which remains unchanged, is: President and treasurer, A. W. Erickson; vice-president, Newcomb Cleveland; secretary, R. S. Childs.

How Advertising Is Insured

If all readers felt that all advertising was dependable, advertising would be infinitely more effective. The one plan that actually insures the reader was first announced by Wilmer Atkinson in 1880, when he said in *The Farm Journal* :

"We believe that all the advertisements in this paper are signed by trustworthy persons, and to prove our faith by works, we will make good any loss sustained by trusting advertisers who prove to be deliberate swindlers."

In effect this plan, now in use by over forty publications in the agricultural field, assures the subscriber that if the advertiser in any way cheats him then the publisher will see that no money is lost. That is a pretty broad assurance that the reader's interest will be protected to the limit—and, because that is the way the reader interprets the guarantee, Our Folks are unusually responsive to advertising.

The recent discussions on this very point of honesty in advertising, and the legislation on this same subject, so frequently referred to at the Baltimore convention, are the natural outcome of the "Fair Play" movement started by Wilmer Atkinson.

A new book, "Fair Play—and what it means to readers and advertisers," tells the whole story. A request on your letterhead will start a copy to you.



Wilmer Atkinson Co.
Washington Square
Philadelphia, Pennsylvania

Twenty-Five Million Dollars **Ex**

This extra money from the Government has added an impetus to the cotton crop which is already felt on every hand in the South. The merchants are buying in greater quantities than for many years. There is a certain vim and vigor that puts all doubt out of mind. "The South has arrived."

A Billion Dollar Cotton Crop

at a good price; more corn than ever heard of in the history of the South; less money owed by farmers; increased mineral developments—these are some of the reasons why "the South is now the most prosperous section of the world."

For full information as to rates, circulation ter

Men be

The Southern Newspaper P

Extra to Move the South's Crops

The South can best be covered by using the better daily newspapers. They go home. They sell merchandise. It will pay the careful advertiser to investigate. Use the following papers and your campaign will succeed:

ALABAMA

Birmingham Ledger
Birmingham News
Mobile Item
Mobile Register
Montgomery Journal

ARKANSAS

Little Rock Democrat

FLORIDA

Jacksonville Metropolis
Jacksonville Times Union

GEORGIA

Albany Herald
Atlanta Constitution
Atlanta Georgian
Atlanta Journal
Augusta Chronicle
Augusta Herald
Columbus Ledger
Macon Telegraph
Savannah News

LOUISIANA

New Orleans Item
New Orleans Times Democrat

NORTH CAROLINA

Asheville Citizen
Charlotte News

Raleigh News and Observer
Raleigh Times
Winston-Salem Sentinel

SOUTH CAROLINA

Anderson Mail
Columbia State
Charleston News and Courier
Charleston Post
Greenville News
Spartanburg Herald

TENNESSEE

Chattanooga News
Chattanooga Times
Knoxville Journal and Tribune
Knoxville Sentinel
Memphis Commercial Appeal
Nashville Banner
Nashville Democrat
Nashville Tennessean

TEXAS

Dallas-Galveston News
Houston Chronicle

VIRGINIA

Bristol, Va., Herald Courier
Lynchburg News
Richmond Journal
Richmond News Leader

ulation territory, jobbers, &c., address papers direct

Members of

pe Publishers' Association

More than DOUBLE the net paid daily Metropolitan District sale of the other THREE high-class morning newspapers COMBINED.

The statements recently published by the New York daily newspapers show that THE NEW YORK TIMES has an average net paid total sale far more than DOUBLE the next high-class morning newspaper; MORE THAN THREE AND ONE-HALF TIMES that of the third high-class morning newspaper; MORE THAN FOUR AND ONE-HALF TIMES that of the fourth high-class morning newspaper, and considerably more than the three COMBINED.

In the Metropolitan District THE NEW YORK TIMES has a net paid daily sale MORE THAN FOUR TIMES that of the next high-class morning newspaper; MORE THAN SIX TIMES that of the third or fourth high-class morning newspaper, and more than DOUBLE the net paid daily sale in the Metropolitan District of the THREE other high-class morning newspapers COMBINED.

The more than two hundred thousand regular purchasers of The New York Times represent the greatest buying power in the world.

Curtis Explains New Terms with Agents

Deploing as Unfortunate the Condition in Which the Advertiser Thinks He Pays the Agent's Commission, the Publishing Company Goes Ahead and Applies a Remedy

THE Curtis Publishing Company's new terms with agents are minutely explained in an article which appears in the company's house-organ, *Obiter Dicta*, issued to-day. This explanation, which comes following the announcement of the new terms on June 30, 1913, should prove of interest to advertisers as well as agents and publishers. Following is the explanation of the situation as viewed from the Curtis standpoint:

"It is unfortunate that conditions and methods in the past few years have combined to impress upon the advertiser the erroneous idea that he, and not the publisher, pays the agent's differential.

"It would be just as true to assert that the advertiser pays for printing the publication or for the sales organizations in both the circulation and advertising departments.

"The publisher makes a price for advertising space which he believes fairly represents its value, and he hopes to be able to pay expenses and have a reasonable profit left. The business is hazardous, and the publisher faces more chances of failure to show a balance on the right side of the ledger than most business men. Good commercial judgment, good organization and sound principles are highly essential.

"Experience has clearly proved that one of the most serious handicaps of the publisher is that sound advertising principles are so frequently ignored. The main issue of getting maximum returns from a given expenditure is lost sight of in the effort to save a few dollars. One cent held close enough to the eye will effectually obscure the vision.

"The wise publisher knows that he can well afford to pay for insurance of his business—insurance that his space will be intelligently and efficiently used. He is willing to pay a differential to able, trained men who make this their life work. These men aid the publisher to the successful use of his space, and aid the advertiser equally to successful use of his expenditures. Hence it is entirely consistent that the advertising agent shall serve the interests of both publisher and advertiser at one and the same time.

"The advertiser can refuse the services provided for him if he so chooses, but such choice does not entitle him to any part of the price which the publisher is willing to pay the agent for his services. The publisher who makes a price for his space that is above its value must expect the advertiser to decline to buy. But when he offers his space at a figure concerning the fairness of which there is no possible difference of opinion, it should be recognized that the full amount belongs to the publisher, and that the advertiser has no shadow of right to dispute the publisher's privilege to use such funds as he sees fit.

"If the system during the past years had been for advertisers to pay agents a fee for their services, the agent would still have rendered his valuable service to the publisher. Why should not this be appreciated by all, when the publisher himself recognizes the value to him of such service, and assumes the cost?

"If the advertiser who is not receiving a satisfactory service from his present agent, or who thinks because of past experience that he cannot find such service, will seek real service instead of going to the bargain counter for it, it is probable that he will find what he wants. He must also be fair and examine his own past record to see if he has really put his own shoulder to the wheel in co-operation with his agent.

"The interests of advertising—whether represented by advertiser, agent or publisher—demand the

full co-operation of all three parties to one end—success of the advertiser.

"New terms with advertising agents were announced on June 30, 1913, by The Curtis Publishing Company. Since that date they have had so many inquiries as to what this arrangement is and its meaning, that it is desirable to make the following statement:

"The terms establish a 13 per cent differential on orders from advertising agents who render a constructive service to advertisers satisfactory to The Curtis Publishing Company, and who charge full rates on *The Ladies' Home Journal*, *The Saturday Evening Post*, *The Country Gentleman* and *The Criterion of Fashion*; and who so conduct their business generally as to promote the best interests of advertising.

"All orders from agents are to be made out at gross rates, without any reference whatever to commission or discount.

"The allowance of the 13 per cent differential is optional with The Curtis Publishing Company, and will be given when they are satisfied that the agent has earned it.

"A change is made in the cash discount on bills for space from 5 per cent to 3 per cent. In the case of an agent the cash discount will be figured on his net bill. In the case of an advertiser who places business direct, or an agent who does not receive the differential, it will be figured on the card rates.

"When an agent has entered into an agreement to handle business for an advertiser under conditions which conflict with these terms, and which do not violate the old contract, business will be accepted on the old terms up to and including the August issues of 1914, if necessary.

"The Curtis Publishing Company reserves the right under the new contract with agents to refuse to allow the differential or commission if it is not satisfied that a constructive service is rendered, or believe that for any other legitimate reason the agent is not entitled to such differential.

"The motive which has prompted these new terms is that a truer and better service shall be rendered to the advertiser, and that every safeguard shall be placed around each account, in order that maximum results may be obtained from the money expended in advertising. When advertising men concentrate their thought on this one point—efficient service to the advertiser—not only will present advertisers have greater success, but others will also adopt national advertising as a part of their selling-plans, because the evidence will be so clearly established of its efficiency, its economy and its adaptability to their needs. Most advertising men realize—at least, to some degree—that there is tremendous waste in advertising expenditures, caused by ignorance and inefficiency, and rarely by dishonest expenditures.

"The Curtis Publishing Company is convinced that its interests and the interests of advertisers equally demand that a better service shall be rendered. The success of an advertiser's campaign means the success of the publisher in the continuation of patronage by the successful advertiser and in the encouragement of new accounts. Therefore, the most important work that the advertising agent is called upon to perform for the publisher is wise and conscientious service to his clients.

"The real purpose of the new terms is a better service to make space in the Curtis periodicals more effective to the advertiser, thus conserving their best interests.

"One of the influences which led up to this conclusion is that it has been frequently represented to The Curtis Publishing Company that many of its best agents were rendering service to advertisers at an actual cost to themselves of about 10 per cent of the advertising appropriation, and that they could not, therefore, exist on the commission which they were receiving, without making extra charges to the advertiser. These extra charges, 15 per cent on net

“The Art Gallery of the Masses”

SO pronounced has been the construction improvement in poster boards throughout the country, and so conspicuous the advance made in poster art, that this big, all-nations, all-classes advertising medium has been aptly named by a most observing critic, “the art gallery of the masses.”

Advertisers of national reputation and world-wide success, use posters, and have taken advantage of the medium's tremendous size, national circulation and glorious color possibilities, to make their selling message to the nation's people a thing of beauty and art, as well as a sales-producing advertisement.

Ivan B. Nordhem Co.

POSTER ADVERTISING

The service our company offers the poster advertiser, is the complete co-operation of an organization, which not only understands poster advertising and its relation to sales and distribution, but knows, too, by experience, how to market, arouse demand and produce sales results. The creation of original ideas and designs, executed under our direction by the foremost poster artists of America, and that most difficult of all advertisement writing tasks—“poster copy”—is also included in our service.

IVAN B. NORDHEM CO.

POSTER ADVERTISING

BESSEMER BUILDING
PITTSBURGH, PA.

BRANCH OFFICES

PHILADELPHIA, PA. 802 Chestnut Street	BUFFALO, N. Y. 1044 Marine Nat'l Bank Bldg.	CLEVELAND, OHIO 414-18 Rockefeller Bldg.
CINCINNATI, OHIO 815 First Nat'l Bank Bldg.	MILWAUKEE, WIS. Merchants & Manufacturers Bank Bldg.	
MINNEAPOLIS, MINN. Metropolitan Life Bldg.	KANSAS CITY, MO. 5th Floor, Merry Bldg.	GRAND RAPIDS, MICH. 519-20 Murray Bldg.

Wanted

Salesman
with
Advertising
Experience

The O. J. Gude Co., N.Y.

220 West 42nd St., New York City

cost to advertising agents, for instance, put a premium on The Curtis Publishing Company's card rates, and encouraged price competition; whereas competition among agents should be concerned solely with the quality of the service which the agent can render. It has been clearly demonstrated that a uniform differential to agents by all publishers, fully practised, would reduce competition among advertising agents to the one test of service, which is the only true test and really the only excuse for the agents' existence.

"The reservation that this 13 per cent differential will be granted to advertising agents on individual accounts only when The Curtis Publishing Company is satisfied that the agent is rendering a constructive service, is intended to be literally interpreted, with every consideration for the advertiser's interests first.

"It will take some time for the principles involved in this new contract to become fully operative. When this time arrives, recognition by The Curtis Publishing Company will carry with it a greater obligation than in the past to see that the advertiser is not deceived by their endorsement of an advertising agent in granting him recognition.

"The immediate and radical enforcement of these new terms might readily work a serious handicap to some advertising agents, or to some advertisers. The Curtis Publishing Company desires to give everybody a fair chance to adjust himself to the new conditions and to co-operate in improving conditions, and, therefore, will continue to execute business under the old contract, which allows 10 per cent to agents, on such business as justice demands, during the period required by the agent's contract with an advertiser, or until the issues of August, 1914.

"As stated earlier, the cash discount of The Curtis Publishing Company is changed to 3 per cent. This step was actuated by the fact that 5 per cent was an unreasonable and wholly

unwarranted discount. This change would have been made aside from any change in agency arrangements, and was made simultaneously purely for convenience.

"The cash discount to agents is calculated on the net bill, and agents may allow to advertisers who comply with the conditions of payment precisely the same discount in amount of cash as they receive. Any departure from this procedure will mean a cutting of rate.

"It is interesting to note that in most cases service agents have made a practice of figuring the price to their clients at 15 per cent above their net bills from publishers, and so have charged their clients 103½ per cent for space in Curtis publications. Therefore the advertiser who was buying the best service will now receive the same service at less cost. The advertiser who has not been getting the best service was buying unwisely and will be benefited even more.

"It must be acknowledged that the Advertising Managers' Association, by its activities during the past year or two, has contributed very materially to a clearer understanding of the needs of the hour—the evils existing and the reforms necessary. The Curtis Publishing Company believes that it will have the earnest support and co-operation of the advertising managers, looking toward better conditions and better service in the interests of all advertisers."

Ferguson With "New York Tribune"

J. W. Ferguson, for many years identified with the *New York Herald*, has been placed in charge of "The Tribune"—A Supreme Court of Advertising, a special department just established by the *New York Tribune* in conjunction with its new rate-card which became operative August 1.

"The Home Magazine" Makes Its Debut

The Home Magazine is the title of a new magazine published in Chicago. Frank O. Balch, formerly publisher of *Home Life*, is publisher of the new magazine.

Chips and Chat

By G. H. E. Hawkins

Adv. Mgr., N. K. Fairbank Company, Chicago.

THE less poetry you use in your copy, the better; and, still, advertising isn't a prosy business.

The sales and advertising departments of a business should be closely associated, for only with a thorough knowledge of the former can the latter be handled intelligently. In days to come we may combine them, and then coin a new word and call the man at the helm the "salesvertising manager."

There is a commission merchant in Chicago whose name is Bitter: his initial is "A." On the side of his truck is painted this somewhat startling phrase: "A Bitter Commission."

The automobile industry paid two million dollars in royalties on a patent which the courts after decided invalid. Advertisers have paid many times that for circulation which they never received. The wiser of them are now asking to be "shown."

Changing the formula, the appearance of the package or the character of the advertising of a successful and established product is mighty dangerous business. A certain brewer of national repute changed his formula at a time when his output was practically tied with that of another for first place; his volume of production now ranks third. A certain well-known advertiser dropped his trade-mark which he had spent ten years to popularize because he had some new copy presented that appealed to him; his business dropped off, and now every advertisement bears that familiar old trade-mark. It doesn't pay to monkey with the buzz-saw of success!

Colors catch the eye and enhance the value of an advertisement. A small child is attracted to a colored Easter egg when it wouldn't waste any time on an ordinary piece of hen fruit.

It is getting harder every day to make an impression in advertising. It costs twice as much to conduct a strong nation-wide campaign to-day as it did ten years ago. And, for an advertiser to dominate all others, that has grown almost out of the question.

When the season's kind o' dull,
Advertise;
When the business takes a lull,
Advertise.
If things begin to lag
And the coin is hard to bag,
Don't go out and get a jag—
Advertise.

We hear a lot these days about clean advertising. A metropolitan publisher recently published an editorial stating that he would no longer accept whiskey advertising because of the untold harm that fiery liquid had done to the nation. This newspaper had never carried more than two or three whiskey advertisements, and those of the mail-order type. In the same issue of their barleycorn announcement appeared a whole page of fake medical advertisements. Consistency is a rare jewel, and that announcement did not carry much weight with discriminating advertisers.

A business without advertising reminds one of a deserted factory. The passing youngsters of competition are bound to throw stones through the windows.

I once knew a manufacturer who would pay six thousand dollars for a cover page and never blink an eyelash; that same man would kick like a Texas steer at a hundred-dollar charge for a sketch to put in the space. And, after all, it was the sketch and copy that determined whether his \$6,000 investment would return any dividends.

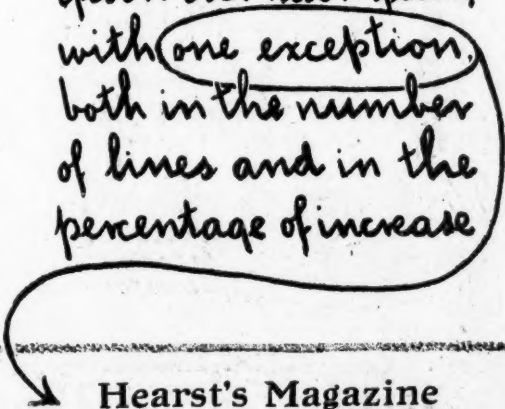
Where ignorance is bliss some solicitor of a rival publication puts you wise.

[This advertisement of another magazine is reproduced from PRINTERS' INK, issue of August 7]

According to Printers' Ink, of the monthly magazines carrying more than 75000 lines of advertising during the first seven months of this year

Blank Magazine
(Name on request.)

made the greatest gain over last year, with one exception, both in the number of lines and in the percentage of increase



Hearst's Magazine

with an increase nearly fourteen times greater than that referred to above, and equivalent to

54,677 Agate Lines

Moreover, Hearst's is the only magazine which has made uninterrupted gains for the past seventeen consecutive months, topping the leaders in both percentage and volume of increases during this period.

HARVEST NUMBER COMFORT

*The Key to Happiness and Success
Over a Million and a Quarter Homes*

DEVOTED TO LITERATURE, SCIENCE AND THE HOME CIRCLE.
VOL. XXV No. 12

OCTOBER
1913



*Nation-Wide Prosperity Springs
from the Bounteous Harvest
which enriches the Farmers.*

Published at
AUGUSTA, MAINE

OCTOBER COMFORT

our big Harvest Number, will bring its advertisers a rich harvest of fall trade because it reaches the farmers when they are flush with the profits from their harvest.

Peace in the Balkans is established, the end of the Mexican civil war is in sight, our export trade is the largest ever and is rapidly growing; a new era of world-wide prosperity is dawning with the United States in the lead, boosted to the top by the American farmers' bumper crops which the railroads can scarcely handle and the banks can hardly finance even with the help of the fifty million dollars that the Government has advanced them for that purpose.

This Season's Harvest Will Bring American Farmers Ten Billion Dollars

The farmers, with their big crops commanding high prices, are the foundation and the cause of the return of prosperity. They receive the first returns, the direct and largest benefit, and the shrewd, progressive advertiser makes a direct appeal for their trade.

A Billion Dollars Go to COMFORT Readers

for their share of this year's harvest, for COMFORT reaches one in ten of the farm families in the U. S.

With an ad. in October Harvest COMFORT you can reach, at the psychological moment, more prosperous farm families than by any other one medium.

October forms close September 10.

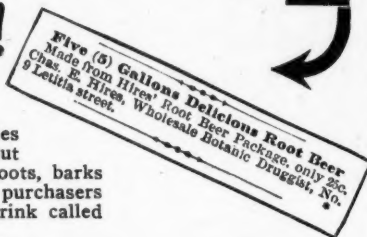
W. H. GANNETT, Pub., Inc.,

New York Office: 1108 Flatiron Bldg.
WALTER R. JENKINS, Jr., Representative

AUGUSTA, MAINE

Chicago Office: 1835 Marquette Bldg.
FRANK H. THOMAS, Representative

How a Small Little Ad Grew Up!



In 1876 Mr. Charles E. Hires began to put up a compound of roots, barks and berries, that purchasers could make into a drink called Hires Root Beer.

On the first day of September, 1877, Mr. Hires was induced to advertise it in the Public Ledger of Philadelphia. That first ad is reproduced above.

It was the first advertisement that Mr. Hires had printed—it started a consistent campaign in the Public Ledger. No other publication was used.

That advertisement sold Hires Root Beer. It began to swell with importance, it increased to two inches—to three inches, to a quarter, a half, a full page.

Then it outgrew its waistcoat, other newspapers in other cities, and weekly and monthly publications were selected with great care. That small little ad had grown up!

To-day, "Hires" is sold in every city, town, and hamlet in the United States—and Mr. Charles E. Hires still advertises in the Public Ledger, which, alone, started this National advertising success.

PUBLIC LEDGER

PUBLIC LEDGER COMPANY

Cyrus H. K. Curtis, President

Robert Cade Wilson.....	General Manager
E. R. Hodgkinson.....	Advertising Manager
Independence Square.....	Philadelphia, Pa.
Chicago.....	A. E. Sears, Jr.
Home Insurance Building.....	Western Manager
New York.....	E. C. Kavanagh
Metropolitan Tower.....	Special Representative

Layouts That Overshadow Competing Copy

The Trade-Marked Design of the Hamburg-American Line's Advertising Has Proved Its Value in Striking Fashion—Design Found by Accident—Record of Replies in Recent Campaigns

By Laurence W. Griswold

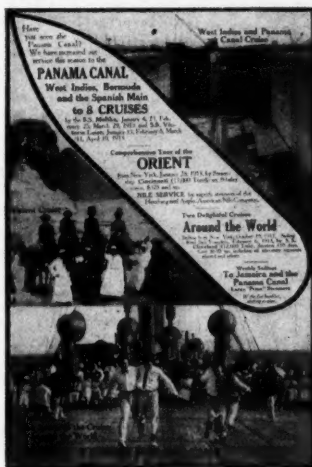
FOR the last two years, the trade-mark of the Hamburg-American Line, which is the familiar outline of a boat, has been used for one purpose, viz., to dominate the advertising of competitors. This trade-mark has been the feature of Hamburg-American advertising which cost close to a million dollars. The steamship people say that the trade-mark has done all the dominating expected of it. They have a simple test to which their copy is submitted from time to time, to determine just whether or not it is dominating the advertising of competitors.

The test consists of a close scrutiny of pages from newspapers and magazines reduced to one-eighth of their original size. The reduction is made by photography and the prints bring out the contrast between the Hamburg-American and the neighboring displays—usually of competing lines—in no uncertain fashion.

For some time before the outline of a ship was decided upon as the Hamburg-American Line trade-mark, the company had formed a pretty definite idea as to what they wanted in the shape of a trade-mark. First and foremost it must dominate. Then it must be economical. The company proposed to use it in a list of four or five hundred newspapers and did not want to adopt as a trade-mark a lot of curlicues which would eat into valuable white space. Still another qualification was elasticity. The company oftentimes had shifted from six inches to full columns by telegraph and they wanted a design which would look as well in large space as it would in small.

All these desires were made known to several artists and designs appeared in due time. But none of them met all of the specifications. For example, among the designs submitted were fantastic weavings of chains and anchors, ropes, stars and the like. These, of course, were expensive to turn into metal and would eat into white space.

Some time after the call on outside designers, the outline of a ship was originated by the Hamburg-American Line and in a simple manner, too. A member of the advertising staff happened to tear off the cover of a cigar box and whittle it in an aimless way. Before he realized it, he had whittled the outline of a boat, just as he had done many times when



HOW THE TRADE-MARK DESIGN IS USED IN PAGE MAGAZINE DISPLAYS

a small boy. All of a sudden it dawned on him that here was a possible solution of his company's trade-mark worries. The advertising man placed the whittled boat shape on a piece of paper and traced the outline. The design was submitted to officers higher up and to the agency handling the account. All agreed that the design had a wide appeal because the outline of a boat is the one

thing about a boat familiar to practically every man, woman and child. The design was economical, too, for the reason that it was hardly more than a curved rule. That it was original was proven later when it was registered with little difficulty.

As a study in adaptability the Hamburg-American trade-mark is interesting. For one thing, as a border it is easily lengthened from a quarter-page or less to a full column in length. These shifts can be accomplished in a short time as it is the company's

The outline of a ship puts a specific meaning into human-interest photographs, when otherwise the pictures would look like the thousands of others which are published in text pages. When the trade-mark is inserted on a slant the effect is even more striking.

Since the Hamburg-American trade-mark was originated it has appeared in practically all of the standard magazines and prominent newspapers of the United States. Readers in Canada, Mexico, the West Indies and South America have come to know that

an advertisement containing the outline of a boat stands for the Hamburg-American Line. This year's list of mediums in which the trade-mark is used, includes about all of the standard magazines and over 400 newspapers, about 100 of the latter printed in foreign languages.

HOW ADVERTISING IS CHECKED

The company has an elaborate system of checking the pulling power of its advertising and it is through this that the real effectiveness of the trade-mark as it is used has become apparent. Briefly, the big campaigns run for the steam-

ship company are confined to particular cruises and this aids in the checking. For example, last winter one campaign was confined to "The Orient," "Around the World," and "Panama" sailings. All of these were tied up in the same displays. Whenever inquiries were received by agents or branch offices, cards were filled out and sent to the New York office. In New York the inquiries were credited to the magazines or

COUNTY CAMELBERG
New York's leading...
SUNDAY EXCURSIONS
TO NEW HAVEN
UP THE HUDSON
FALL RIVER LINE
SUMMER CRUISES
TOUR & TICKETS
Y.M.C.A. COOK & SON
BRIDGEPORT \$1.00
"MONTAUK"
A Delightful Sail to the Main-land
LONG ISLAND SOUND
Delightful Afternoon Trip
to WEST POINT
Steamer "Albatross"
"Robert Fulton"
EXCURSIONS
LAKE HURON...
ATLANTIC CITY, N.J.
NEW JERSEY CENTRAL
Went Point, Every Sunday
NEW JERSEY CENTRAL
DAYLIGHT TRIPS
PORTLAND
Weather for pleasure or business
The day and night are as cool and a delight. You cannot escape...
EXCURSIONS
LAKE HURON...
ATLANTIC CITY, N.J.
NEW JERSEY CENTRAL
Went Point, Every Sunday
NEW JERSEY CENTRAL
DAYLIGHT TRIPS
NORTH GERMAN LLOYD
WHITE STAR
New
"OLYMPIC"
LONDON-PARIS
Aug. 23, 24, 25, 26, 27, 28, 29, 30, 31
OCT. 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31
MAMMOTH STEAMSHIP
Adriatic
American
Atlantic Transport
Red Star

THE DESIGN DOMINATES THE NEWSPAPER PAGE

practice to supply newspapers with several sizes of the borders which they can keep close at hand. Many of these outline cuts are made of steel so as to insure their strength. For two column or three column widths, say six inches deep, the Hamburg-American Line simply uses two or three of the small cuts side by side and places text matter in each. The same plan is employed when wider spaces are used.

"I Find Business Men Read THE NORTH AMERICAN REVIEW — Why?"

**Asks a Commercial Motor
Car Advertising Man.**

**ROLLIN W. HUTCHINSON, Jr., M. E.
MOTOR TRUCK MERCHANDISING AND PUBLICITY
124 Fourth Avenue
PELHAM, NEW YORK**

August 2, 1913.

Mr. C. W. CULMAN, Business Manager,
North American Review,
Franklin Square, New York.

Dear Sir:—Referring to your favor inclosed, I think it essential that I advise you that no copies of the Review have been received. I presume it is because it is being sent to Pelham Manor, which is not the correct address.

I am no longer connected with the International Motor Co. but I expect to be a big factor in the motor truck advertising situation in the near future. I am interested in the Review because some men I would not have thought would read so intellectual a publication tell me they read it. Hence I'm forced to think of the "Review" not as an "ultra-high-brow" and am interested in seeing what it does print that would interest big business men.

Truly yours,

R. W. HUTCHINSON, Jr.

A knowledge of current events is essential to business men. The North American Review prints authoritative and timely articles on topics of national and international importance.

The table of contents for September shows the nature of the articles that appeals to business men:

Reorganization of the Republican Party	J. A. Fowler
American Ambassadors Abroad	Anglo-American
National Aid to Good Roads	Jonathan Bourne, Jr.
Nagging the Japanese	Rev. Francis G. Peabody
Social Hygiene: The Real Conservation Problem	Lewis M. Termain
The Public's Financial Interest in Public Utilities	H. V. Hayes

How Much Do You Sell in Seattle?

Seattle, Washington, is the leading and keystone city of the entire Pacific Northwestern section, and, as a starting point for advertisers wishing to gain a foothold in that prosperous territory, it is ideal. If your sales-charts for this region do not come up to what you feel they should, now is the time to make an effort to "start something." The opening of the Panama Canal will work wonders upon this already thriving and hustling community, and the manufacturers who are firmly established will profit accordingly.

THE Seattle Times

is the first aid to energetic advertisers. It has the largest circulation of any newspaper not only in this city, but in the surrounding districts as well. It is of the highest class editorially. Local advertisers use more space in The Times than in any contemporary, and "foreign" business is not far behind. Rates and detailed information about The Times and the Pacific Northwest upon request.

Times Printing Co.

Seattle, Washington

The S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

New York

St. Louis

Chicago

newspapers circulating in the territory from whence the inquiries originated. As a result the mediums were divided into three classes. First, those with strong pulling power which were placed on the list for large displays of the next campaign. Second, those with fair pulling power which were placed on the list to run announcements of sailings and other small ads. Third, those mediums manifestly circulating in territory unfertile for the steamship company as shown by the few returns received. These publications were dropped from the list. The file which contains the list of live prospects and which is used in this phase of medium selection contains more than 89,000 names.

To augment this method of selecting the mediums, of course further investigations are made by the agency handling the Hamburg-American Line account and the line itself also does additional work. For one thing it sends a representative of the advertising department on many of the cruises. This man visits with passengers, acts as a critic to make sure the service is up to the mark advertised, etc. Much of his time is consumed in questioning passengers from all parts of the Western Hemisphere as to the papers and magazines they read when at home. These conversations help to guide the advertising department in the selection of mediums for subsequent campaigns.

Before the Hamburg-American Line took to the striking display advertisements, the pages devoted to steamship advertising were about as staid and unattractive as they possibly could be. Steamship executives are insistent for dignity and when the Hamburg-American Line introduced big displays with striking features, some of the veterans connected with other lines thought it foolish. But the new sort of advertising has proved itself a real business-getter, and since the trade-mark is the dominant note in all of the new copy, officials of the company assign the credit for the good results in a large measure to it. One proof of the accomplishments

of the new copy is shown by the number of inquiries received at a certain office in 1911 when the old style of ads was used. In that year 13,335 inquiries were received. During the next year when the new style was used the number of inquiries received at the same office rose to 22,491.

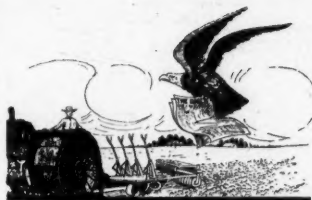
AN INTERESTING EXPERIMENT

Several months ago the Hamburg-American Line made another experiment which had a direct bearing on determining the pulling power of the new style of copy. The company went back to the old, staid form of copy used two or three years ago and ran it for a time just to see what would happen. Shortly after the old copy was resumed it was found that the inquiries received by the line were 30 per cent less than the number which came in while the new copy was used. The decrease in inquiries was enough to convince the Hamburg-American people that the new copy which features the trade-mark is the right sort and they determined to push it for all it was worth in the future.

The advertising policy on which the Hamburg-American Line advertising is now conducted was recently outlined by N. B. Clausson, the company's advertising manager. "First, we think an advertiser must have a good product," said Mr. Clausson. "Second, he must have a good trade-mark, which stands out, and once adopted and its value known it should be adhered to. Third, we believe in spending a maximum amount for advertising if we expect to fill our ships. If we advertise with a minimum appropriation we can't hope to do more than a minimum business."

Plan Department Store for Negroes

Negroes in Louisville, Ky., are planning to start a department store in that city, which is intended to cater exclusively to the wants of members of that race. Several meetings have been held in connection with the project. W. A. Gaines, of Louisville, and C. M. Robbins, of Middlesboro, Ky., are promoting the proposition.



He Is Still On The Farm

Don't overlook this fact when it comes to fixing the scope of the campaign. Include Kansas and Oklahoma, where the farms are still worked by the men who own them, men who are needing things and buying—men who are still in the heyday of manhood, where "retired" means gone to bed, and it's a case of up and at it again with the dawn.

And "get to" him with your sales talk through the columns of *his* newspaper and farm journal combined—

The Weekly Eagle

Wichita, Kansas

In going after the Kansas or Oklahoma farmer through the Eagle, you are getting at him through a "native." We're of him, for him, we've got his ear—got it to the extent of an A. A. guaranteed circulation, **44,000 strong.**

The Eagle will carry your hot-shot copy straight to the hearth-stones of rural Kansas and Oklahoma. Its Associated Press news, editorial and special departments, special articles, make-up—everything from stock to stitching is aimed point-blank at the men and women who are still personally farming their fortunes on the "80's" and "quarters" and "sections" of prosperous Kansas and Oklahoma.

The S. C. Beckwith Special Agency

Foreign Representatives

Tribune Building New York
 Frisco Building St. Louis
 Tribune Building Chicago

The Diary of a National Advertising Manager

Raising Salaries and Killing Grouches—How to Do Both at the Same Time—Hawkins Gives a Fatherly Talk to the Boy Who Isn't Making Progress—The President's Test

By Roy B. Simpson

Adv. Mgr., Roberts, Johnson & Rand Shoe Company, St. Louis.

ELEVENTH WEEK—UNTANGLING SOME HARD KNOTS

THE best laid plan is sometimes shattered into a billion fragments. I awakened at the usual time, shaved and enjoyed my morning shower. I felt fine. It looked like a rosy Sunday, but before noon I was in a blue funk and by night the very atmosphere seemed charged with blue devils.

Just as we were ready to leave for church the Big Boss came by in his car and invited me to take a ride. He wanted to talk over some matters regarding the policy of our business. The rest of the family went to church and I accepted Mr. Adams' invitation. He pulled out a letter from one of our largest customers and bade me read it.

The letter was from Curry & Davis, whose purchases amount to over \$10,000 a year. It was a threat to throw out our line because I had refused to make them an allowance of \$75 on an electric sign. Mr. Adams then read me a lecture on how to handle a big customer to keep his business. The carbon copy of his reply which was written yesterday showed that the president had granted the request.

This was the first time I had been reprimanded and I felt it keenly. I knew all about the status of the Curry & Davis account. I have been in close touch with them for two months. I gave the whole story to the boss in a few moments. I showed him that our customer buys our cheap stuff and that our net profit on their business this year amounts to about \$600. We have given them

advertising amounting to over \$200, which is considerably more than their allotment.

"And now, Mr. Adams," I continued, "you have given them seventy-five dollars more after my refusal to do so. Your action will nullify my influence with that customer. They knew they had no right to ask for that sign and they expected to be turned down, but, like a lot of other big merchants who place large orders with the manufacturer, they imagine they can demand anything they want and get it.

"Our fiscal year ends to-morrow. We want to feel that we have made some money on the Curry & Davis business, but when you figure the profits on their orders and then deduct the amount of advertising given them and the expense of the extra favors extended by our salesmen, you'll find that we have just about broken even."

He was silent for a few moments and then remarked that as he had agreed to the allowance I should charge it to advertising and forget it. I replied that I couldn't forget it and, furthermore, the allowance should be charged to general expense.

"Why, Mr. Adams," I protested, "you agreed to back me up in all matters pertaining to our advertising. We have had scores of similar unreasonable requests from merchants and salesmen, but I have turned them down without the loss of a single dollar's worth of business. I don't like these requests for special favors, but they have given me an opportunity to get closer to the customer by explaining our plan in detail. We have convinced them that we are doing more for them than any stove manufacturer can do, and we demand, in a nice way, that they should do their part. As a result, they have become better customers than ever before.

"Some advertising managers think their success depends upon the size of their expenditures, but I don't look at it in that way. I will buy what is necessary, but no more. You have given me a certain amount of money for advertising, and if I exceed that amount

By Charles L. Benjamin
Adv. Mgr. Cutler-Hammer Mfg. Co.,
Milwaukee, Wis.

A man eats what he likes and wears what he pleases, within the limitations of the fashions prevailing in his own age and country, but in almost all other matters he is guided by the opinions of other men. What you

From *Printers' Ink*, June 19th

Here are the Men and Women who

form the opinions of other men and women.

Buyers of the New York Evening Post are the leaders in every home and business community.

50,000 families of culture and standing are the readers of

THE EVENING POST

(New York)

SATURDAY MAGAZINE

50,000 families concentrated within the territory comprising the metropolitan district, with influence over the purchasing of five times 50,000 families.

You cannot afford to overlook this successful factor in merchandising

The Evening Post Saturday Magazine

20 Vesey Street

New York

Sample copies on request

you will be the first one to call me down for it. You are making it difficult for me to do what you want me to do and I don't like it. In fairness to me, let that \$75 go to general expense and refer all similar requests for advertising to me."

We changed the subject and in a few minutes more he dropped me in front of my house. His last shot was: "Well, Hawkins, you are the first man in our institution to tell me that I cannot spend our money as I please."

I was dazed when I got inside the house and as I thought about our conversation I began to get all stewed up. Jane came in a half-hour later and I told her the whole story. She made me sit down in the big leather rocker and consoled me with the thought that if the boss had been real mad he would have fired me. She thinks I should await further developments, and I guess I'll take her advice.

* * *

MONDAY—This is our salary-raising time. The new fiscal year begins to-day. Every employee who has been with the house a year or longer expects recognition in the form of a little extra weight in the pay envelope, whether they deserve it or not.

It is customary for each department head to make his recommendation to a salary committee, get his increases and inform his subordinates on the first day of the business year. My bunch has been thinking about it. I have never seen them so pleasant. Before nine o'clock every one of them had been into my office, but I said nothing about salaries.

My boys and girls, excepting Creel, my private secretary; Blanche Mason and Ida Kemper, respectively first and second stenographers, have been here more than a year. These three are not on the list for a raise, but Ida, who started four months ago at fifty-five a month, conveyed the information that she is worth seventy and should have that much. I convinced her she is wrong about it.

Johnny Clark came in the second time without a reasonable ex-

cuse, and after considerable parrying, asked if his work had been satisfactory. I replied that if it hadn't I would have fired him long ago. Johnny then said he would appreciate a raise of about twenty-five dollars. I told Johnny that I would think about it and sent him from the office with the advice "never again to ask me for a raise, because merit has its own reward."

Johnny is intensely loyal and will do just what you tell him to do, but that's all. A ten-dollar raise will bring him to the limit of his worth. He has been here seven years. He ought to be a bigger man than he is. You can give a man opportunities, but you can't give him the ability to cash in on them.

There's Billy Carroll, my copy man. He writes a better letter than I do. He is full of good ideas and is always springing something new on me. Only a few are practical, but they show that Billy is working with his head as well as his hands. Billy started with us a year ago at seventy-five. He is familiar with all the details of our campaign. If he can overcome his extreme diffidence he will some day be a big man. A twenty-five-dollar raise is about right for Billy.

Edgar Rowland, accountant; Irene Smith, file clerk, and little Tommy Jenks are each good for a five-dollar raise, but that's the limit. They should grow out of their present jobs into bigger ones by this time next year or get into a different line of work.

The salary committee O. K'd my advances and my folks were duly informed. All but Johnny were satisfied. He went to lunch with Creel. This afternoon Creel interrupted my dictation long enough to ask me about Johnny's future with the company. This looks like Johnny has been talking.

Yesterday the president had a grouch at me. I caught it from him and imparted it to Micky Dolan. I killed it in Micky, but I came down to-day feeling ugly, and now Johnny has this loathsome mental disorder and I don't care. Everything seemed to go

dead wrong. My nine assistants look like they think I don't appreciate them. Mr. Adams passed me with a nod so unlike his usual cordial "Hello, Hawkins," that I doubt if I am making good.

I went to lunch feeling at outs with myself and nearly everybody in the world. I reasoned that as I am not dependent upon my salary I would go right back to the office and resign. I hurried back and started for the president's office when I noticed three letters in my "in" basket. They were initialed to me in Mr. Adams' handwriting. One of the letters was from our oldest customer asking that we donate one of our finest ranges to be awarded as a prize at his county fair. Another was from Mrs. Helen Homan, the noted authority on cooking. She is a personal friend of the Adamses. She wants to be manager of our demonstration corps. The third letter was from Cliff King, our second biggest salesman. He wanted an appropriation of \$500 to paint big signs in his territory.

Mr. Adams had answered all of

them. He raised Cain with King for writing anyone but me about advertising. In his reply to the other two he stated briefly that the requests had been referred to "Mr. Hawkins, our advertising manager, who would give their requests his personal attention. Whatever Mr. Hawkins does will be satisfactory to me."

O Little Diary, I must confess to you that I felt like a piker. I immediately went to Mr. Adams and thanked him for this evidence of his willingness to put it up to me. He smiled kindly and said, "Forget it, Mr. Hawkins. We believe that we are reasonable men and are trying to use reason and common sense in this business."

* * *

TUESDAY—Although this was my day for callers, they remained away—with one exception. Curtis Norman, of the Jaynesburg Publishing Company, presented his bill for printing the half-million edition of our consumer booklet. He said he came in person so he could personally explain the bill of extras, amounting to \$425. Of this

The Company You Keep

¶ You don't use papers which admit questionable advertising—but do you reject the agency which places it?

¶ To our biased view it's no wiser to hire Mr. Wallingford's agent to advertise an honest product than it would be to hire a safe-cracker to carry the cash.

¶ Therefore, The Procter & Collier Co. does not accept accounts which require shrewd trickery. Its experience is gained exclusively along legitimately successful lines.

¶ The man, or the agency, which is clever in cheating for a client, is pretty sure to be clever in cheating the client, too.

¶ Would you like to look over our list?

The Procter & Collier Co.

New York

Cincinnati

Indianapolis

amount \$390 was for slip-sheeting.

I refused to consider it because my contract in writing called for a first-class job, free from smutting and offsetting. It has been five years since I specified slip-sheeting on a printing job. With modern equipment it isn't necessary, unless the temperature and humidity are abnormally high. A good printer will slip-sheet a job when he has to and swallow the loss occasioned by the extra labor.

Norman argued that the job was hard to handle and he couldn't turn it out as we wanted it without using slip sheets. He made a hot talk about our reputation for fairness and said we would pay the bill after thinking it over. He also claimed \$35 for the time forms were held while I was reading proof. But again, nothing doing. I made him admit that his make-up men were at work on other jobs while they were waiting for me.

Norman left the bill with me, but in two hours he was back again with a lawyer who began to tell me something about the contract laws of this state. I listened to his story and then told him to get busy and sue. They left, and late this afternoon Norman came back the third time. He whined that they lost money on the job and that if I paid the entire amount I would still be under the price of the next lowest man.

Norman then begged me to call up the other printers and see what they would have done about it. I called up every man who had bid for the job and told them we were thinking of printing another edition. I inquired if their estimates included slip-sheeting and all said "No." They further stated that if mechanical difficulties or weather conditions made slip-sheeting necessary there wouldn't be any extra charge.

When I advised Norman to sue he admitted that the contract was properly drawn. In the final analysis he was forced to confess that when his firm took the job for so much less than the next lowest man they hoped to gold-brick us into paying for a little extra work. He won't get another job from me for many a day.

WEDNESDAY—Johnny Clark still has his grouch. He has been voicing his disappointment around the office. Mr. Cruger, our treasurer, remarked that Johnny was dissatisfied and that I might lose him. I called Johnny into my office and placed a paperweight on his shoulder. Then I knocked it off. "Now, Johnny, I have knocked the chip off your shoulder. If you have a grouch let's sit down and get it out of your system right now."

He began to tell me about the long years he had worked to reach his present salary, but I stopped him. Then I said:

"Johnny, don't you know that you had as much power when you started as you now possess? It is up to you and me and every other man to develop himself. You have grown according to your capacity. Neither I nor any other man can make you more than you can make yourself. It is not enough to do the little things, the routine details, without being told to do them. The main thing is to do the big things without waiting for someone to put you next to them.

"You lack initiative and imagination. You can't write a good letter and you are slow to grasp a big idea. If you weren't you would be a bigger man in this company. Instead of hiring me they would have hired you. There are a hundred young men who can do what you are doing and will do it for less money. We are paying you all you are worth. There are lots of opportunities, Johnny, and I will help you all I can. There's no one in your way but yourself. Think it over and take another year for self-development."

When Johnny left for the day he was whistling "The Trail of the Lonesome Pine."

* * *

THURSDAY—Everybody seemingly felt better to-day. We worked hard and cleaned up a big accumulation of correspondence from last week. I treated myself and family to an evening at the movies.

* * *

FRIDAY—This has been a quiet

THE BRYAN CO THE BRYAN CO THE BRYAN CO THE BRYAN CO THE BRYAN CO

OUT-DOOR ADVERTISING
perpetuates your product
in the minds of the people.

"CREAM O' THE STATE"



TOLEDO
CLEVELAND
AKRON
DAYTON
OHIO



The
Bryan Co.
OHIO'S GREATEST
Poster Advertisers
MANUGRAPH POSTER MAKERS
BULLETIN & WALL PAINTERS
ELECTRIC SIGNS
GEN'L OFFICES, CLEVELAND

THE BRYAN CO THE BRYAN CO THE BRYAN CO THE BRYAN CO THE BRYAN CO

Jupiter Blanks

*A superior Litho Blank,
coated one or two
sides, one of the
standards of*



If you are interested and wish to know more about Jupiter Blanks send for samples and printed specimens, which will convincingly argue the question of quality.

Other desirable papers are stocked, suitable for every purpose. If you will write us we will promptly forward samples to meet any requirement. You will find it helpful to have your name added to our mailing list.

**Henry Lindenmeyr
& Sons**

Paper Warehouses

NEW YORK

20 Beekman Street

32-34-36 Bleecker Street

day. After thinking over all that has happened since last Sunday morning, I believe that most of the trouble in this life is a condition of the mind. I started the week with a grouch, and my own mental attitude was reflected in my associates. When I got right with myself I was right with everybody else and they with me.

Take the average man and look him over carefully. Analyze him and you'll find that if he has an enemy on earth that enemy lives right under his own hat.

* * *

I'm glad it's Saturday. The week had a happy ending, too. Mr. Adams called me into his office at noon, and the fatherly talk he gave me was like a big dose of oxygen. He is one of the fairest men I ever knew. A man of rare judgment, with children older than I am, it is not surprising that he knows my type. Here's what he said:

"Hawkins, my boy, you have had a hard week, following a very trying time with the salesmen last week. My talk last Sunday was for a purpose. I wrote the letter to Curry & Davis, but I did not mail it. You may call it a frame-up, if you like, but I wanted to test you—to see how much backbone you have.

"I have watched you every day this week and have seen you lose your temper three times. You handled yourself well, however, and I am inclined to think it was due to the nervous strain under which you have been laboring rather than a natural fault. Always keep a level head, Ralph. You can't get anywhere nor dominate the other fellow if you get mad.

"I have noticed that things seemed to go wrong with you, and I am glad to see that you were upset over it. That shows you love this work. The man who fails to bat a lash when things stop running smoothly—when the machinery of his department becomes clogged—is interested only in the salary end of his position.

"A little run into the country will do you a lot of good. Monday is Labor Day. We will close the office. You may have my car

this afternoon and use it until Monday night. I have already arranged with the chauffeur to take you where you want to go.

"Have a good time—but, by the way, here is my real reply to Curry & Davis."

The letter read as follows:

Gentlemen: I note your request and beg to say that I have carefully read the correspondence between yourselves and our advertising department. Our advertising manager is correct in his views. I feel that when it becomes necessary for us to give up all our profits to a merchant to hold his business we should change merchants. We want your business, but we want it on a basis profitable to us both.

(To be continued.)

Growth of Interest in Window Trimming

The National Association of Window Trimmers of America has changed its name to The International Association of Window Trimmers. This action was taken at the recent Chicago convention. Other broadening plans were discussed. Charters are now provided for so that cities of sufficient size can form local associations and unite with the parent body.

Two new boards were formed: one, the Publicity Board, whose duty will be to advertise window trimming; the other, the Educational Board, to start an educational campaign.

Preacher Uses Ad to Introduce Himself

The following appeared next to p. r. m. in a recent issue of the Scott Co., Mo., *Banner*. It was paid for, and signed by a new Baptist minister in a village in that county.

"I want to say to the readers of this paper that I want to be friendly with everybody, and I don't want to be regarded as a stranger. I visit the sick and pray for them if they want me to. I marry people, and can do it quick and short. It won't cost you much to try me if you are thinking of marrying. *I will wed the first couple that comes to me free of charge.*"

How It Looks from Utah

SALT LAKE CITY, UTAH, Aug. 13, 1913.
Editor of PRINTERS' INK:

We hasten to compliment you upon the decided improvement in style of type and general make-up noted in recent issues of your publication. To say the least, it is pleasing.

Undoubtedly you have received hundreds of such letters, but we could not refrain from adding a good word from this "neck of the woods." PRINTERS' INK is standard authority in advertising circles here.

MALCOLM McALLISTER.

Service With Steam Behind

The manufacturer of Power Plant Specialties who signs a contract with a Practical Engineer representative, buys more than mere space. He buys *Advertising*.

PRACTICAL ENGINEER

Semi-Monthly

maintains an Advertising Service Department which plans, writes and illustrates advertising for its users of both small and large space.

Our Service Department, in co-operation with the Technical and Circulation Staff, builds campaigns which appeal to the special high class of men who read Practical Engineer.

Practical Engineer guarantees a circulation of 22,000 copies per issue, or a pro rata refund. Its readers are Engineers, Superintendents, Master Mechanics,—the men who buy power plant goods.

Write for sample copy, statement of circulation, and rates.

Technical Publishing Company

537 So. Dearborn Street Chicago, Ill.

A Selling Demonstration

THE CHRISTIAN SCIENCE MONITOR
BOSTON, Aug. 11, 1913.

Editor of PRINTERS' INK:

William B. Walker, president of the Thermos Bottle Company, in a very interesting article in *PRINTERS' INK* for August 7, tells how his salesmen secured the interested attention of dealers by allowing the Thermos Bottle which they handed out to the dealer to drop to the floor. He says the dealer naturally expected to hear a loud report and to find the bottle wrecked. The subsequent surprise at finding the bottle uninjured was a fine introduction.

This reminds me of the method employed by a young man who had a line of cast-iron porcelain enameled baths to introduce to the plumbing trade. He was a new manufacturer with his distribution unestablished. Other firms were entrenched in the business. He found it difficult to introduce a new and unknown article. The liability of cast-iron baths to crack or craze unless manufactured by experienced people deterred the plumber from becoming interested. So the salesman used to carry a small bath with him and a pig of lead. In order to impress the plumber with the value of his bath, he would throw this pig of lead violently into the tub. By this striking method of demonstration of the value of his goods, together with other good salesmanship, the line was quickly established, very much to the surprise of the older manufacturers who had spent thousands of dollars in placing themselves on the market.

JNO. K. ALLEN,
Adv. Mgr.

Changes in Furniture Trade Journals

Changes in the organization of the Grand Rapids Furniture Record Company, of Grand Rapids, Mich., publishers of the *Furniture Record*, the *Furniture Manufacturer and Artisan*, the *Home Furnisher* and others, have been announced. The stock holdings of John G. Gronberg, heretofore business manager of the company; A. S. Hicks and Col. A. T. Thoits, editor of *The Furniture Record*, have been sold to J. Newton Nind, editor of *The Furniture Manufacturer and Artisan*; John N. Nind, advertising manager of the publications, and Harry K. Dean. The following officers have been elected: J. Newton Nind, president and editor; H. K. Dean, vice-president and publisher; John N. Nind, treasurer and general manager. Mr. Dean has disposed of his interest in the Dean-Hicks Company, which conducts a trade advertising agency and a printing plant, to devote his time to the publications mentioned, while A. S. Hicks, who leaves the Grand Rapids Furniture Record Company, will concentrate his energies upon the work of the Dean-Hicks Company. Mr. Gronberg will also be connected with the Dean-Hicks Company exclusively hereafter.

The *Grand Rapids Furniture Record* and the other publications will continue to be published from the plant of the Dean-Hicks Company.

Big Problem at Chicago A. A. C. of A. Meeting

The executive committee of the A. A. C. of A. will meet in Chicago at the Hotel La Salle on September 23 and 24.

The biggest problem which it is expected will be solved at that meeting is that of building a plan for making the Declaration of Principles, adopted at the Baltimore Convention, workable.

At the Chicago meeting, John K. Allen, chairman of the programme committee for the Toronto Convention, will make a report on his plans for Toronto in 1914.

President Woodhead, of San Francisco, expects to attend the meeting and will visit a few of the clubs in the Central West en route.

Canners' Laboratory Almost Completed

The first laboratory ever established in this country by a trade organization for scientific research will be in operation after September 1, when the National Canners' Association expects to open its new plant in Washington. For the canners themselves the laboratory is to render valuable service by settling technical trade questions, such as what sort of can is best suited to a particular product. Besides this, there is to be extensive research work along lines connected with the canning industry. The results of this research will be made public and ought to be of wide interest. Last year's statistics show that the average consumption of canned goods for every man, woman and child in the country was eight cans.—*New York Times*.

Can't Use Name of "Scientific American"

Vice-Chancellor Emery, of the Court of Chancery of New Jersey, has handed down a decision in a hearing to determine the right of the American Company, publishers of the *Encyclopedia Americana*, to use the name of the *Scientific American* in connection with the selling of that work. An injunction has been granted in favor of Messrs. Munn & Co., Inc., publishers of the *Scientific American*. The vice-chancellor has decided that "the on'y certain and practical method of insuring to complainants proper protection is that of enjoining altogether a further use of the name 'Scientific American' in the corporate title and also enjoining its use in the publication or vending of the 'Americana' of the edition of 1912 and any future editions."

D'Arcy Has Moon Account

The advertising for the Moon automobile, St. Louis, is now written and placed by the D'Arcy Advertising Company. This was formerly handled by Nelson Chesman & Co. The D'Arcy agency also has the Fer-mil-lac account, formerly handled by Lord & Thomas.

The Worth of Various Plans to Produce Circulation

By George O. Glavis

Former Executive in Classification Dept., of Post-Office Dept., Washington.

SUBSCRIPTIONS induced by premiums must not be confused with the prize and rebate offers made to canvassers. The latter represent compensation for work performed, while the former go to the subscriber as an inducement, additional to the value of the periodical itself, for subscribing.

Premium subscriptions are in all cases looked on with suspicion—often merited—by the Post-Office Department. They are not, however, excluded from the subscription list, provided the subscriber has been required to pay, in addition to not less than 50 per cent of the subscription price of the magazine, an amount equal to the full retail selling price of the premium. That does not refer to the cost of the premium to the publisher, but the price at which the subscriber could buy it at retail.

LEGITIMATE SUBSCRIPTIONS

Under that rule the department accepts as legitimate a subscription for a premium selling at retail for \$5.00 and a magazine with a subscription price of \$2.00 a year only if the subscriber paid at least \$6.00 for the combination. The fact that the publisher might obtain the premium for much less than the retail selling price would have no bearing. Of course, there are many cases in which this provision is evaded, and subscriptions are, in effect, given away to purchasers of merchandise, which in its turn has been offered at a very low price compared with its regular retail selling price. That is one of the many abuses of the second-class mail regulations which could readily be corrected should publishers or others report the violations to the department. It is a class of circulation of the most objectionable character, and the fact that such practices exist

makes it incumbent upon space buyers to scrutinize carefully all premium circulation.

At the same time it must be remembered that there are many publications with which the offer of a premium is in no sense objectionable. That is true in the case of periodicals circulating to young or otherwise untrained readers, whose interest it is necessary to catch by an appeal which they will most easily understand. When that is accomplished by the publisher a large percentage of these subscribers may be depended upon to become interested readers and consequently valuable to the advertiser. Furthermore, there are various conditions under which premiums given with some publications not only assist in obtaining the subscriptions which the publisher needs, but also create an interest in the publication which the subscriber might not otherwise feel. Particular reference is had to premiums which must be used in connection with the text matter in the publication—such, for instance, as patterns, cook books, plans and other things which are explained by or in some other way bear a specific relation to the text.

The number of premium plans is so great that it is impossible to devote much space to explain them here. In valuing subscriptions obtained in this way, however, all of the conditions should be ascertained and considered in connection with the periodical itself. It is especially necessary to consider the class of people to whom the magazine and the premiums are expected to appeal. As a general proposition it is safe to begin such an inquiry with the idea that such subscriptions do not represent full buying power for the advertiser. It will be safer to work away from that theory than to accept the value placed by the publisher on

A Constructive Newspaper

IN every sense of the word THE DES MOINES CAPITAL is a leading newspaper. It is the champion of the people—wholesome, up-to-date and aggressive. The Capital created the famous River to River Road across the State of Iowa, and the road was responsible for the present good roads era throughout Iowa.

The Capital recently raised over \$3,000 to send the old soldiers of Iowa to the Gettysburg reunion, the state having failed to appropriate sufficient funds.

More Facts

The ten largest advertisers in Des Moines, almost without exception, have used more space in The Capital during the last ten years than in any other Des Moines newspaper.

For ten years The Capital has carried more local advertising than any other newspaper in the city.

The Capital regularly publishes more local and foreign advertising in six issues a week than any other Des Moines newspaper in seven issues a week.

The Capital has been under the same ownership and management for more than twenty-three years, and The Capital is considered a fixture in thousands of Des Moines and Iowa homes, and its advertising columns are used as a business and purchasing guide.

It must not be forgotten that most of the people of Des Moines consider The Capital the best newspaper in the field; the newspaper that is constantly fighting to preserve the best interests of the community and state.

The Des Moines Capital

LAFAYETTE YOUNG, Publisher

NEWSPAPER CIRCULATION STATEMENTS MADE TO THE POSTOFFICE DEPARTMENT

Circulation October 1st, 1912, to March 31st, 1913

THE CAPITAL	42,804 daily average
*The Register & Leader.....	33,422 daily average
The News.....	40,611 daily average (except Saturday)
The News.....	31,913 daily average (Saturday)
*The Tribune.....	20,009 daily average

*The Tribune is the Evening Edition of the Register & Leader, and duplicates many thousands of city circulation. Both papers are sold for 60 cents a month, including Sunday. The Capital is 25 cents a month.

TOTAL ADVERTISING FIGURES FOR THE FIRST SEVEN MONTHS, 1913

Capital	214,063 inches (no Sunday issue)
Register & Leader	212,355 inches (including Sunday)
News	156,322 inches (including Sunday)
Tribune	173,039 inches (no Sunday issue)

THE CAPITAL'S RATE PER THOUSAND THE LOWEST

	Sworn Circulation	Rate Per Inch	Cents per Inch per 1000 Circulation
THE DES MOINES CAPITAL	43,533	.84	.0193
News	37,562	.84	.0224
Register & Leader.....	35,263	.84	.0238
Tribune	20,316	.49	.0241

(Figures taken from The Mail Order Journal)

premium subscriptions and work toward it.

In the case of newspapers conducting vigorous subscription campaigns with furniture and similar premiums as the bait, it will undoubtedly develop from an inquiry that, with the majority of subscribers, the paper itself was given little or no thought, but that on the contrary they bought the premium and accepted the paper as one of the incidental features of the transaction. This will be found to be fairly well substantiated by the number of cancellations of such orders. It is due to the fact that offers of this kind do not appeal to those who are really interested in the news, but to a class which reads newspapers at infrequent intervals. When they tire of the premium or feel that the instalments are an unnecessary burden, they cancel their order without thought of the paper.

A class of subscriptions which may be regarded as at least similar to those induced by premiums are those sent in by "club raisers"—those pests by whom we are all more or less annoyed at times. While it is true that these subscribers receive no premium, the "extraneous inducement" is present in the person of the "club raiser"—usually a friend of the subscriber, or at least someone the subscriber desires to help or encourage. These club raisers are given merchandise or cash for their services and also, in many cases, a free subscription for themselves.

The majority of subscriptions induced in this way represent persons who subscribed to help someone or something and not through any desire for the periodical. It is perhaps needless to point out their lack of value to the advertiser.

CONCERNING GIFT SUBSCRIPTIONS

Gift subscriptions—those which are paid for although not by the recipients of the periodical—are, fortunately, a class which is confined principally to religious and educational and other similar publications, to which different standards of value apply from publications in other fields. In many

cases these are gifts of single subscriptions between friends, while in others they represent a quantity of subscriptions paid for from a common fund, such as those paid for by a Sunday school for its pupils. In such cases there is no good reason for objecting to this kind of subscription.

When the subscription list of a general, or trade or class publication contains a considerable percentage of these gift—or free to the recipient—subscriptions it should be given the most painstaking sort of an examination. As a general thing, "the reason" will be found to be one or more advertisers wishing to direct the special attention of certain persons to their product, and they look on the periodical as better than a direct appeal and the most diplomatic means of accomplishing that object. The persons whose names they send in as subscribers are already, to some extent, in touch with their products and the subscriptions are a courtesy which tends to increase their interest. Manifestly, however, such circulation is prejudiced—perhaps unwittingly—against the goods of the advertising competitors of the donor and does not represent the kind of buying power for which they should be expected to spend their advertising money.

Furthermore, when circulation of this kind is accepted in large quantities it would seem to indicate a lack of demand for the periodical by those readers from whom the advertiser should look for returns—an editorial weakness, perhaps—or else that it is dominated by one or more advertisers—naturally to the detriment of others. Under either condition such circulation should stamp the publication as one of questionable value to the advertiser. While these gift subscriptions in small quantities may properly be considered good circulation, it is none the less a safeguard to make sure of the conditions under which they are obtained before giving them 100 per cent value.

One case of gift subscriptions of a particularly—and fortunately, unusually—flagrant character was of a periodical established some

years ago in New England. Its circulation grew so very rapidly that the postal facilities at the mailing office were taxed beyond capacity. Inquiry developed that the publisher had hit upon the very simple plan of having certain manufacturers give away with each sale of their product a coupon calling for a \$1.00-a-year subscription upon presentation of the coupon and the payment of ten cents. This plan appealed so strongly that the circulation of the magazine quickly reached the million mark and, what is much more remarkable, advertisers were paying real money for that circulation. It is well for those space buyers who look only to the "total guaranteed circulation" that the publication in question is no longer in existence.

It will indicate the extent of this particular kind of abuse of the second-class mail privileges, to say that the department found it necessary to place in the form of application for second-class en-

try a question asking the number of such subscriptions which were included in the list. When the quantity was as great as 10 per cent of the whole, special inquiries were made to ascertain the facts concerning them. It frequently happened, as a result of these inquiries, that such a close connection was established between the publisher and advertiser, or others paying for the subscriptions, that entry of the publication was refused on the ground that the facts concerning this one class of circulation proved the publication was "designed primarily for advertising purposes or for free circulation," or both, and therefore not admissible under the law.

It is, of course, to be understood that in some cases of this character the publisher receives payment only indirectly, in that the giving of the subscriptions is made part of the advertising agreement, and the only payment actually made is that for the space. When arrangements of this kind

CHARLES DANIEL FREY COMPANY

MONROE BUILDING
CHICAGO



Advertising Illustrations

Drawings in every medium for magazine, newspaper, street-car and poster advertising; covers, illustrations and decorations for booklets; books, catalogs, folders, announcements, et cetera. Dummies prepared for all forms of printed matter. Ideas submitted for single layouts or complete campaigns.

Service by mail or our travelling representatives will call by appointment.

are entered into between a publisher and an advertiser their entire want of equity will be understood when it is pointed out that similar concessions are not made to all advertisers but only to a favored few—those, for instance, with whom it is hard to close and to whom, for that reason, the publisher offers the subscriptions as an extra inducement.

The variations of this class of subscriptions were so great at one time that the department had twenty-eight different rulings affecting them, all of which had to be made from time to time either to meet actual conditions which were found or to conform to the pressure brought to bear on the department by the publishers affected.

SUBSCRIPTION LISTS 'MADE UP OF EXPIRED SUBSCRIPTIONS

Expired subscriptions represent another important circulation question, and many views are expressed for and against the practice adopted by some publishers of carrying such names on their subscription lists.

Until about six years ago the Post-Office Department had not promulgated any definite ruling to govern the length of time after expiration during which such subscriptions would be recognized as a permissible part of the list of subscribers which the law requires for a publication mailed at the second-class rates. At that time the department modified the regulations and held that "unless subscriptions are expressly renewed after the term for which they are paid within the following periods: Dailies within three months; tri-weeklies within six months; semi-weeklies within nine months; weeklies within one year; semi-monthlies within three months; monthlies within four months; quarterlies within six months, they shall not be counted in the legitimate list of subscribers."

That amendment to the postal regulations brought forth a storm of criticism which was heard in every Congressional district in the land. It came principally from those publishers who held names on their lists until all arrears were

paid and the publications ordered stopped. Until the promulgation of that order by the department there were many publishers whose subscription orders were on a "till forbid" basis, and many of them, rather than take a chance of losing a "subscriber," carefully refrained from doing anything, such as sending out a bill, which might raise any question in the mind of the subscriber as to whether or not the publication was still wanted.

Protests were also made against the ruling by certain publishers who object to any action on the part of the Government which they feel might be construed as an attempt to curtail the much-talked-of liberty of the press. Others objected because they could not understand how the department arrived at the credit periods for the several frequencies of issue, and so far as is known, this information has never been disclosed.

The criticisms finally developed sufficient strength to induce the department, in 1911, to modify its ruling so that at this time a publisher may give credit for one year, regardless of how often his publication is issued.

So far as the Post-Office is concerned, the above explains what may be done in the matter of expired subscriptions, but the propriety of the practice of carrying names after the expiration of the paid-for period, except in certain extraordinary cases and under special conditions, is a debatable question, and, like many other circulation questions, depends upon the publication itself and the conditions surrounding its distribution.

One of a series of subscription renewal letters sent out by an old established industrial paper contains some interesting statements concerning the propriety of carrying names on the list in the absence of instructions to renew, and frankly, the statements are opposed to my point of view.

This publisher states that if he had cut off on January first all subscriptions which expired with December he would have been put to an expense of \$5,000 to restore

the names of those who renewed within three months.

With respect to that statement it might be pointed out that \$5,000 will pay for many changes in a mailing list regardless of the system used. Assuming that the expense would be two cents per name, that sum would represent the restoration to the list of 250,000 subscribers. If the percentage of renewals in the three months was 50 per cent, then half a million subscriptions must have expired in December. Such a number undoubtedly represents a considerable portion of the whole list and suggests the advisability, as a measure of economy and precaution, of a readjustment of methods so that the expirations throughout the year would be distributed, as nearly as is feasible, to make a like number expire each month, rather than to have the bulk of the expirations occur in any single month. Such an arrangement would make it easier for the subscription department to handle the list and also would enable the publisher to at any time change his practice, should he so desire, and remove names immediately upon expiration, without creating an abnormal decrease of circulation in a month of such importance as the first one in the year.

This publisher, however, is unquestionably well within his rights in his present methods, and the only question for him to decide seems to be whether or not the list, with such a number of unpaid subscriptions, is to the fullest extent productive to the advertiser. On the other hand, the publisher may feel that to be a question which the advertiser should determine without his assistance.

As a matter of actual practice, though, the renewal of the subscription of an interested reader may, as a general thing, be obtained just as readily before expiration as afterwards—it is almost entirely a question of office methods. For that reason, to make a regular practice of carrying expired subscriptions seems to be a mistake.

The practice also has an undesirable effect on the readers because they all too frequently con-

When you think of **Home Life**

we wish you would connect it with the words "mail order."

With a real parcel post in sight, the so-called mail order paper is coming into its own.

A recent number of a leading woman's publication carried 104 advertisements, of which 81 asked for direct replies to which would be sent samples, catalogues, booklets, etc.

Advertisers want to get in close touch with prospects.

There's no psychology in it—just business sense.

The magazine referred to is a top-notch—deservedly so. Its readers have confidence in it, and the advertisers' key sheets reflect that confidence.

And—by the same token—we 'point with pride' to the long list of high-grade firms who have used Home Life year after year.

Our salesmanship started them, but the key sheets keep them in our columns.

This means—responsiveness—the only word in magazine circulation.

Home Life Publishing Co.

Arthur A. Hinkley, President

Chicago

BARTON E. BUCKMAN, Adv. Mgr., 141-149 W. Ohio St., Chicago.

C. W. WILSON, Eastern Mgr., 200 Fifth Ave., New York.

sider that they are under no obligation to pay for publications which they have not expressly ordered. Many of them are no longer interested, but intentionally neglect to order the paper discontinued on the assumption that their names will be dropped automatically. It follows, as a matter of course, that, not being interested, they are of no possible value to the advertiser and, feeling that it is being forced upon them, they probably develop an unfriendly feeling for the paper. Are not such names better off the list than on?

There seems no justification for keeping them on, except a disinclination to make a material reduction in the mailing list, as that constitutes an important talking point for the space seller. Any advantage of holding such names, however, is offset by the expense and the fact, so often overlooked by publishers, that a strictly paid-in-advance subscription list is an argument second to none to the careful space buyer.

To the advertiser the practice of carrying expired subscriptions is necessarily objectionable and it is certainly unfair to include them, without the knowledge of the advertiser, particularly when the advertising rate is based on the size of the subscription list.

The only salable circulation is that for which payment has been made or promised, actually and not by inference. If expired subscriptions are included in the claimed circulation, the advertiser should ascertain, if not told by the publisher, what percentage they represent of the entire list.

An important point to be considered in connection with the auditing of a list carrying a material percentage of expired subscriptions is how they are to be accounted for in the audit so that no injustice may be done the publisher and also that the advertiser may be fully protected. Is the publisher to be given full credit for them without reference to the essential fact that they have expired, simply because the postal regulations allow the publisher to carry them for a year, or are the number and the length of time for

which they are unpaid to be reported?

It would seem important in such cases for the auditor to go back over the records of the publisher and determine the percentage of renewals and the percentage of persons who permit the publication to come for one or two or three months and so on up to the limit of a year before directing cancellation.

The number who cancel and pay for the fraction of the year during which the paper has been sent after expiration is also valuable data. Such persons would constitute the part—the only part in fact—of the expired circulation for which the advertiser might reasonably be expected to pay without feeling that he was being mulcted.

It seems no more defensible to claim expired subscriptions as bona fide, when their continuance has not been requested, than to count as "sold" all copies furnished newsdealers for sale with the privilege of returning unsold copies—making no allowance for the number of copies to be returned.

As stated before, this question of expired subscriptions is a debatable one, and it is fully realized that the views expressed here will not meet with the approval of many publishers conducting their business on a strictly legitimate basis and giving full value to the advertiser. The opposition views would be of interest and should assist advertisers in reaching a conclusion on this subject.

Arizona Club Will Censor Ads

The Ad Club of Douglas, Ariz., has passed a resolution to the effect that from now on all advertising schemes shall be passed on by a committee appointed from the club for that purpose. If the committee approves the scheme, it will then be up to the merchant whether or not he desires to accept it, but all merchants, including those who do not belong to the club, will be asked to refrain from buying any outside advertising until it has received the stamp of approval of the club. This is done to protect merchants from fake schemes and it is believed that any man who has a legitimate advertising proposition will be glad to submit to a preliminary examination of its merits.

Twenty Pounds Now Parcel Post Limit

Beginning August 15, the Post Office Department accepted packages for delivery by parcel post service up to and including twenty pounds. Thus the weight limit for fourth class mail matter is increased from eleven pounds to twenty, in conformance with the recent order of Postmaster-General Burleson.

Under the new parcel post rule the rate of postage on parcels exceeding four ounces in weight will be five cents for the first pound and one cent for each additional two pounds or fraction thereof when intended for local delivery, and five cents for the first pound and one cent for each additional pound or fraction thereof when in-

tended for delivery at other offices within the first and second zones.

It is further explained that the rate for local delivery will apply to all parcels mailed at a post-office from which a rural route starts, for delivery on such route, or mailed at any point on such route for delivery at any other point thereon, or at the office from which the route starts, or on any rural route starting therefrom, and on all matter mailed at a city carrier office, or at any point within its delivery limits, for delivery by carriers from that office, or at any office for local delivery.

Fresh meats and other articles mentioned in paragraph 2, section 34, parcel post regulations, when enclosed and wrapped in the manner prescribed by the last sentence of that paragraph, will be accepted for mailing to offices within the first and second zones.

A map of the Pacific Northwest region, including parts of Washington, Oregon, Idaho, and California. It shows major cities like Seattle, Tacoma, Portland, Salem, and San Francisco. Rail lines for the Canadian Pacific, Great Northern, Northern Pacific, Oregon Short Line, and Southern Pacific are depicted. A route is highlighted from the Pacific Ocean, through the Great Northwest, to the World's Fair in San Francisco. The text "SEVENTY FIVE PERCENT OF TRAVEL TO THE WORLD'S FAIR WILL PASS THROUGH THE GREAT NORTHWEST." is prominently displayed.

Foster & Kleiser

SEVENTY FIVE PERCENT OF
TRAVEL TO THE WORLD'S FAIR
WILL PASS THROUGH THE
GREAT NORTHWEST.

P.P.N.E.
1915
SAN FRANCISCO

1847 ROGERS BROS.

"Silver Plate that Wears"

Spoons, Forks, Knives, etc., of the highest grade carry the above trade mark.

Guaranteed by
the largest makers
of silverware.

Send for Catalogue "P"

INTERNATIONAL SILVER CO., NEW YORK, N.Y.
Successor to Meriden Britannia Co.

NEW YORK CHICAGO SAN FRANCISCO

THE CLUB PLAN

has shown that the

Local Daily Newspapers

are quick workers, rapid producers and great local stimulants.

For any Club Plan you may have to open in city after city in New England by all means use the local daily newspaper for quick and permanent results. Sewing machines, Pianos, Expensive sets of Books, Kitchen cabinets, etc., may be sold through a retail house on the Club plan in

New England

with its compact territory—cities close together—no long jumps for salesmen—distribution easy and accounts safe. Money is always in active circulation in New England.

Club plan—retail plan or any other plan New England is your best territory and the local daily newspapers your best mediums.

<i>New Haven, Ct., Register</i>	<i>Salem, Mass., News</i>
<i>Waterbury, Ct., Republican</i>	<i>New Bedford Standard and Mercury</i>
<i>Portland, Me., Express</i>	<i>Lynn, Mass., Item</i>
<i>Worcester, Mass., Gazette</i>	<i>Meriden, Ct., Record</i>
<i>Springfield, Mass., Union</i>	<i>Burlington, Vt., Free Press</i>

"Selling Helps" Dealers Need

(Continued from page 12)

tidy. The tendency of up-to-date merchandising is to show goods on counters, in show-cases or on trays, and for this purpose most display cards are impractical. Personally, I like to have small wares put on cards, either easel-back or the kind that hangs up, for window display use only. It is much easier to show certain small articles in this way in the window to good advantage than if they were loose. These cards should contain a very brief sales talk, and where the price is universally fixed, it, too, should be on. In the case of new articles, the use of which is not very well



A PUZZLING HANGER. WHAT DOES IT ADVERTISE?

known, the card should contain an illustration or two of how the thing works. Such a card will make a more salable window display of the article than the average merchant could arrange. Cards would be adapted for store display, too, if they would stand up and if there were any place to put them; but they won't stand up and the general run of stores has no available space for them. Drug stores will use more of these exhibit cards than any other class of store, simply because they usually have a lot of glass show-cases on which to display them.

Among certain retailers, who haven't all the fixtures they need, there is a demand for display racks. These racks may contain

New London Connecticut

The Biggest Little City in the United States

Here are some of the improvements planned to start in this city at an early date:

\$1,000,000 Ocean Terminal Piers for transatlantic steamship traffic. Money appropriated and work to be done by State of Connecticut.

\$3,000,000 to be expended by New Haven Railroad for a new steel bridge across Thames River. Surveyors' plans now ready. Work to be completed in two years.

\$4,500,000 to be spent in changing approaches of New Haven road into New London, to connect with new bridge, including a tunnel under the city.

\$1,000,000 to be expended for erection of Connecticut Woman's College, an institution to rival the largest colleges for women in United States. One million endowment fund given by Morton F. Plant.

The impetus of these improvements and the huge outlay entailed by them—money mostly spent in New London—will add 50 per cent to the population of this city in the next few years.

The Evening Day

A great, big paper in a small city, makes New London, for advertising purposes, a one-paper town.

Advertisers who want to get in with the prosperity certain to strike this section must use its sworn circulation of over 7,500 each evening, and constantly growing.

Send for a detailed circulation statement—more complete than any you have been in the habit of getting from newspapers, even those willing to let advertisers know where the papers they print go to.

JULIUS MATHEWS, Foreign Rep.
Boston New York Chicago

The Chicago Record-Herald has the second *largest* circulation in the Chicago morning newspaper field—150,000 to 160,000 daily, with more than 200,000 Sunday, and it is one of the *first eight* morning newspapers in the United States with a circulation of 150,000 or more.

A statement of the circulation of The Chicago Record-Herald is printed day by day for the preceding month on the editorial page of every issue.

THE CHICAGO RECORD-HERALD

To the Man Who Buys the Space

If you wish to make contracts with Dayton and Springfield papers on a GUARANTEED NET PAID CIRCULATION basis, write at once to the

News League of Ohio

and you WILL KNOW what you are buying.

Net paid circulation for six months ending June 30, 1913:

Dayton News.....30,886
Springfield News....11,608

Contracts will be accepted GUARANTEEING 30,000 net paid for Dayton News and 11,000 net paid for Springfield News.

COMBINATION RATE

6c PER LINE

News League of Ohio

Home Office Dayton, Ohio.
New York—LaCOSTE & MAXWELL, Monolith Bldg.
Chicago—JOHN GLASS, People's Gas Bldg.

an advertising message. It is needless to say these racks should never be sent out, unless ordered, and yet some manufacturers go to the expense of sending one with each order.

CLERKS USE INFORMATION

Statistical and other interesting selling information about a product will help the progressive dealer and his clerks to sell it. For instance, that article in PRINTERS' INK about the whirlwind Mark Cross Safety Razor campaign in New York City has helped me sell these razors. Selling information, issued in booklet form and distributed among clerks who want it, will do more good than is generally supposed. I know two very ambitious clothing clerks who are always asking manufacturers for more information. Most of their letters remain unanswered. I remember about a year ago one of these young men wrote the Mallory Hat people about their process of manufacturing, and also another hat maker whose name I don't now recall. The young man was greatly interested in both hats and thought that he could sell more of them if he knew more about them. The Mallory people didn't answer, but the other concern came back with five typewritten pages of information, which the young man has been using ever since in selling that particular hat, and to the loss of the Mallory people. The other day that young man was made manager of the second largest clothing store in the state, and it is only natural that he will go on pushing the hat that he knows so much about. Who would think that such a trivial thing as neglecting to answer a letter from a mere (?) clerk would have such far-reaching results?

I asked the fifteen merchants present at the meeting to tell me what kind of help they most desired from the advertiser at the present time. Very nearly fifty different kinds of helps were mentioned, among those referred to most frequently were the following: Lots and lots of electros. Ideas for attractive window displays.

Material for window displays.

Personal letters to be sent out to dealer's list, and the expense shared with him.

A folder, like a double-page *Saturday Evening Post* spread, prepared especially for the dealer, filled in with his name, and to be used by him in circularizing his mailing list.

Terse descriptions, forceful, though written so as to be easily understandable, of the goods, for use in advertisement writing and for posting the clerks.

Booklets and pamphlets.

Stunts and photos, showing how dealers have increased their sale of that particular commodity.

VARIETY OF "HELPS" NEEDED

Thus it can be seen that it is necessary for the manufacturer to have a large variety of dealer-helps, if he is going to appeal to his entire trade. There ought to be some way for the national advertiser to find the needs of each individual retailer. It is a certainty that no one kind of help will suit all cases. But if a variety of helps were offered, every dealer would be able to find something in the assortment that he could use. The manufacturer should catalogue all the selling helps he has to offer, and keep on telling the retailer about them at every opportunity. Advertise them in the trade journals; tell about them in letters; have the salesmen talk them. Too many salesmen neglect to tell the dealer about the selling aids he can have for the mere asking. Salesmen should be missionaries in the cause of better merchandising, but unfortunately, most of them are not.

For instance, if all salesmen would tell merchants, every time they get a chance, that they should use more electros in their ads, it wouldn't be long before this cumulative advice would be producing results. I asked the last ten salesmen who called on me how I could increase the sales of their lines. Only two of them gave me an intelligent and sincere answer—the representative of Jas. S. Kirk & Co., and the representative of Belding's Silks. Both of these men gave me good, practical ad-

CONNECTICUT'S

Most Important Newspaper!

THE EVENING REGISTER

Carries more display advertising every day by 20 or more columns than any other new Haven daily. Justly so, as it is the great Home afternoon 2-cent daily that through sheer merit distances in circulation its penny competitor.

NEW HAVEN

Connecticut's Largest City

Advertisers may select with profit this first and most important city in Connecticut. Here the "wheels are always going round," so prosperity abideth in New Haven. Your copy should run in the REGISTER.

JULIUS MATHEWS, Representative.

The Times Pawtucket Rhode Island

Sworn Circulation
(Government Report)

20,665

Western Representative

FRANK W. HENKEL

Peoples Gas Building
Chicago, Ill.

Unusual Advertising Opportunity With Young Agency

We are building a real service
—unusual in method.

We need in this building
process a business getter
—who would appreciate an
independent association.

He must be essentially a
salesman of the human interest
type
—one who can swing business
with the right combination be-
hind him.

Write us for an interview.
"C" Box 87, care Printers'
Ink.

Zellner-Frank, Inc.

1123 Broadway, New York

Service Exclusively

- serving clients in the capacity of
advertising directors—
- planning and directing advertising
expenditure—
- designing and writing copy—
- receiving remuneration from
the advertiser and not from
publications—
- offering a service that is based
upon actual, active experience
in both merchandising and ad-
vertising—
- an agency that is a sign of the
times—indicating the trend of
advertising effort toward more
intensive procedure—
- an edifying booklet on request.
Write for it!

vice, and told me what their firms were willing to do for me. I picked out a few helps from the assortments that I thought I could use to advantage, and I am sure that I am going to do more business as a result of the visit of those two gentlemen. The other eight salesmen advised me to buy big quantities of their goods, make massive displays of it up in front of my store and it would then sell all right. Or else they insinuatingly knocked me by saying the stuff was selling elsewhere and they couldn't see why I couldn't sell it, although I had not told them I couldn't sell it. I merely asked them how I could sell more of it.

H. M. Lindenthal & Sons, the makers of "L System" clothes, some time ago sent out to the trade a book containing full-size newspaper ads. The idea of the book is excellent, but what struck me most about the stunt was a full page of postals, in the back of the book, describing the different dealer-helps Lindenthals have to offer, and so arranged that the dealer can check off what he wants, and mail in a postal. This is an unusual scheme, and as far as I have been able to observe has made a great hit with the dealer. The progressive retailer would like to get a letter once in a while from the advertiser telling him all about the free helps he could have and inclosing a postal so that he could check off what he wanted. Salesmen could carry around these cards and show them to the dealer, and get him to check what he could use.

This and the other methods I've suggested in this article may seem slow and cumbersome ways of distributing advertising through the dealer, but I believe them to be better than the hit-or-miss, costly method now pursued by so many advertisers. I would like to see something done to make co-operation through the dealer more scientific—something that would prevent the waste of so much excellent effort that fails merely because it is misdirected. The result of work on the dealer often seems to come in so slowly and be so insignificant when it does come that advertisers are

inclined to get discouraged. But if the manufacturer keeps on working intelligently and persistently results are bound to follow. Keep on asking merchants what you can do for them. The live ones will tell you. Here and there, all over the country, live merchants will adopt your suggestions, and profit from them. The number of these "live ones" may seem small and not worth the effort or expense, but presently you will find less energetic merchants following in the footsteps of the live ones. It is a well-known fact in small towns that just as soon as one dealer starts something new and different, others will soon imitate him.

When advertisers find a live retailer they should cultivate him to the limit. His energy and enthusiasm and ideas and success will do more to create other merchants of his kind than all the pushing the advertiser can do.

A. H. Ludwig With Knill-Chamberlain

A. H. Ludwig, formerly with the Chicago office of Paul Block, Inc., is now with Knill-Chamberlain, Inc.

Before going with Paul Block, Inc., Mr. Ludwig was with O'Mara & Ormsbee in Chicago.

Spreckels Sells the "Call"

John D. Spreckels, who has owned the San Francisco *Call* for eighteen years, has sold his newspaper to M. H. de Young, proprietor of the San Francisco *Chronicle*. The *Call*, which is the oldest morning daily in San Francisco, will be merged with the *Chronicle*.

If You Have Anything To Do With Printed Matter

write me on your letterhead as follows: "Send me, prepaid, one sample each of the Printing Art Magazine and the Printing Art Suggestion Book. There will be absolutely no charge for these samples. Within two days of receipt thereof I will either send you \$3.50 (which covers a full year's subscription to both magazines), or I will notify you that I do not wish to subscribe."

These periodicals are a necessary part of the equipment of all men who prepare or place advertising. Examine them at my expense.

E. M. DUNBAR
14 Rowena Street, Boston, Mass.

"The Rapid Producer" The Evening Express

Produces more sales at less cost than any other daily in its city. If there is anything you want to sell, and sell quick, in

Portland Maine

use the Evening Express. It is the one great daily of Portland. Its territory is Portland and thereabouts, and it carries its great volume of advertising because its circulation and result-giving overshadow all others.

When you come into New England take Portland for results.

JULIUS MATHEWS, Representative.

A New and Important Market

Eastern Kentucky constitutes a market for goods of all descriptions which has no parallel in this country at present.

It is a vortex of industrial activity. Millions of dollars are being poured into it by operating companies intent on developing its rich coal deposits.

Two new railroads have recently been completed, and two others are under construction.

The surest and most satisfactory way to reach the commissary department buyers as well as the general merchants of this wonderfully developing territory is through the trade journal which dominates this field completely.

The Trade Outlook

SAM M. ANDERSON, Publisher,
Louisville, Ky.

Representatives:—M. T. Joy Co.,
1002 Flatiron Bldg., New
York; RODENBAUGH & MORRIS,
Advertising Bldg., Chicago.

The Atlanta Semi-Weekly Journal

Enters 102,447 Southern Farm Homes
—Twice Every Week!

It's absolutely the best "buy" of any Farm Newspaper, in the South Atlantic States. Has 102,447 HIGH QUALITY circulation per issue. The rate, covering TWO insertions in the SEMI-WEEKLY Journal is 40 cents a line!

The Atlanta Journal

Covers Dixie Like the Dew

JOHN M. BRANHAM CO.

Representatives

Chicago

New York

Inventive Ability As a Profession

Progress is the life blood of a manufacturing concern. The ability to continually improve the product and the method of production is the shortest road to commercial supremacy. Back of this progress is *inventive ability*—that creative force which has placed the United States in the front rank of manufacturing countries.

Many important manufacturing concerns are constantly on the lookout for men who possess this faculty. Not "impractical inventors," but scientifically trained engineers.

The writer is a Columbia University trained engineer, age thirty, married, who having been successful in business, and conceived and developed ideas of recognized importance, desires to make this inventive ability a profession.

He would be pleased to communicate with any manufacturing concern of standing, giving references and other information, with a view to entering their service.

"P. W. W.," care of Printers' Ink

Chicago Sizes Itself Up

The eightieth anniversary of the incorporation of Chicago as a town was one of the events of "Made-in-Chicago" week which was featured in thousands of store windows with displays of Chicago-made articles. There were 800 people in Chicago eighty years ago, and one of the city officials said that manufacturing in those days centered around the bullet industry, for delivery to Indians through rifle barrels. To-day Chicago makes \$2,000,000,000 worth of goods annually.

The Association of Commerce had charge of the arrangements for displays last week and distributed 25,000 cards of various sizes for window use announcing Chicago-made products. Many of the retail stores took advantage of the week by advertising special sales of Chicago-made goods, for example, books written by Chicago authors and printed in Chicago. The daily papers not only gave large news space but editorially commented on Chicago's progress. Merchants reported many sales directly from the special displays.

During the week a report was made of the men's furnishing industry in the city, said to embrace a retail trade of \$25,000,000, including collars, \$920,833; shirts, \$7,500,000; hose, \$2,475,940; garters, \$200,000. In addition to these figures of retail sales the city makes \$1,500,000 worth of garters a year, and although no collars are made, \$12,000,000 worth are distributed, in addition to a jobbing trade of \$10,000,000 in hose.

The *Evening Post* issued a special supplement in honor of the "Made-in-Chicago" week and the *Tribune* devoted one of its series of cards sent to advertisers to the big exhibit.

Decision Favors Trading Stamps

Coupon givers and trading stamp companies won a victory in Washington state when the United States District Court decided that a law passed by the legislature of the state at its last session, prohibiting the use of coupons, was unconstitutional. Judge Rudkin, who handed down the decision, declared the use of coupons, trading stamps and other premiums to be entirely legitimate, constituting chiefly a system of advertising. The state plans to appeal the case to the Supreme Court, but meanwhile, by virtue of an injunction issued by the Federal Court against state officers, the trading stamp and coupon concerns will be able to continue operations. The United Cigar Stores was one of the concerns chiefly affected, and suspended the issuance of its green certificates during the litigation. It is now expected to resume their use.

Cartoons and advertising are to be combined by the Cory Cartoon Advertising Service Company of Chicago. The incorporators are William B. Fitzgerald, Melanie Malzen and J. F. O'Donnell.

Pine Interests to Increase Advertising

The recent semi-annual meeting of the Yellow Pine Manufacturers' Association at Kansas City, Mo., was devoted entirely to a discussion of advertising, and the association, which has spent a considerable amount in publicity work, decided to increase its expenditures. A committee on membership, with a representative in each district, was ordered organized, and the duties of the committee will include soliciting funds for advertising work.

The lumbermen declared that the study of advertising was more important than that of cost systems or manufacturing problems. George K. Smith, of St. Louis, is secretary of the association and manager of the publicity and advertising department. The association has spent about \$12,000 this year. Comparatively little of the money has been spent for magazine advertising, however, direct publicity and the trade journals being used, while a number of booklets, including one on "Standard Wood Construction," have also been published.

Tiffany Company Objects to Use of Its Name

Tiffany & Co., of New York, are inserting the following ad in trade journals in the jewelry field:

"In view of advertisements in catalogues and newspapers; describing jewelry not manufactured by us as 'Tiffany,' 'Tiffany settings,' 'Tiffany mountings,' etc., we desire to call the attention of the trade and the public generally to the fact that such use of our name is unwarranted, as our goods are only sold at our own establishments in New York, Paris and London, and that we are taking and shall continue to take all necessary steps to prevent such unauthorized use of our name."

Wood Products Exposition

The Forest Products Exposition Company has been organized in Chicago for the purpose of putting on an exhibition of lumber and other wood products. The National Lumber Manufacturers' Association, which represents practically all of the sawmill interests of the country, is back of the plan, the purpose of which is to advertise lumber and its various uses more widely. John E. Rhodes, secretary of the association, will be in general charge of the exposition, though no manager has been chosen as yet.

Haring Joins "Outdoor World"

William F. Haring, Jr., formerly of the National Cash Register Company, has become a member of the advertising staff of *Outdoor World and Recreation*, and will cover the New York state territory.

F. E. M. Cole, First National Bank Building, Chicago, has become the Western manager for *Outdoor World and Recreation*. Mr. Cole has represented *McClure's* magazine in Chicago for the past twelve years.

"The Quick Worker" The Evening Gazette

Shows in local campaigns that it is a wonderful power in selling goods in

Worcester Mass.

It should produce the most results for the same money, as it is the great evening paper of this great high-grade industrial city.

The GAZETTE goes nightly into 20,000 homes in Worcester and nearby places. If you want distribution in Worcester write

JULIUS MATHEWS, Representative.

Below is given a list of the things which can be advertised, to greater profit, in

PHYSICAL CULTURE

than in any other medium:

Health Foods
Health Clothing
Vibrators
Massage Machines
Natural Curative Methods
Physical Culture Schools
Physical Culture Apparatus
Books on Health
Books on Diet
Books on Sex Subjects

Ask us to prove it.
We can.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: People's Gas Building
W. J. Macdonald, Manager

**August, 1913, Gains 419
Lines Over August 1912**

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, AUGUST 21, 1913

Information That Helps Advertisers

The publisher of a trade journal is the manufacturer of a commodity. His relation to his product is precisely that of a maker of soap, or automobiles, or clothes toward his goods. His success or failure is in proportion to his ability to analyze his market and to satisfy the demands of his consumers.

One of the signs that he is satisfying his market is a mounting subscription list and a steady advertising patronage; another sign is his ability to pay his printing and paper bills regularly and get his discounts; and still another evidence is that he can pay his contributors promptly and feel no painful stringency in so doing.

But the publisher's market changes as conditions change, and conditions are constantly changing. He must look ahead and anticipate the demands of his subscribers. The selection and preparation of editorial material for future issues need not be based on guesswork. Sound judgment will require that future issues be

planned in accordance with to-day's forming demands.

But how in detail shall these forming demands be ascertained?

At different times the publisher of PRINTERS' INK has made careful canvasses among its readers in order that he might add the information thus disclosed to the knowledge of the more obvious facts which may be observed by anyone who looks for them.

Only recently PRINTERS' INK asked fifty of its readers—and these fifty were among the largest advertisers in the country—to report what vital problems pertaining to advertising and selling had come up for discussion in their offices in the past month. The replies were frank and informing. Showing as they do, what efficient houses are doing and what men on the firing line are planning, they are worth summarizing.

One manufacturer selling to dry goods shops explained that his biggest problem was the large department store. How could he accommodate his selling and advertising plans to methods of distribution that are in vogue and will be developed in the large cities? He said that the manufacturer's whole business policy is endangered by the reputation which his trade-marked goods acquire after they had been handled by the large department stores.

Another manufacturer suggested a vital theme when he stated that his house was having a tussle with jobbers, who were disposed to favor their own private brands ahead of his advertised goods. This same manufacturer believed that he could increase the efficiency of his selling energies if he could impress his aims in the right way upon his employees. What are some good ways of developing employees and making them satisfactory exponents of the spirit of the house?

One of the two or three largest advertisers of branded textiles in the country stated that during the spring, one of his hard tasks had been to get clerks in retail stores to talk his brands intelligently and convincingly. He would regard as valuable any information that

would help him meet this problem more effectively.

A manufacturer of hardware—and his perplexity is shared by several others who replied to PRINTERS' INK's queries—wanted definite information about the proper division of details and responsibility between agency and advertising manager. It was to throw light on his situation as being typical of a large class that the articles upon this subject were printed in the issue of July 24.

Of course, price protection and substitution were subjects that were often mentioned in these replies. One advertiser said that he was wrestling with this question: Can a fifty-cent product which has been cut for several years to 33 cents, 29 cents and even 25 cents in the big cities, be raised to full price, or even near full price, without the public seriously objecting to paying the full price? His point was that the public does object and competition thus has an opportunity to exert leverage through the dealer to work in a low-priced substitute.

Out of these replies the dealer loomed as a most important individual. Almost half of the advertisers felt that the problem of dealer co-operation was one which still has to be solved. Too much of the literature is being wasted. One manufacturer complained that, although he was certain that not more than 20 per cent of his dealer literature was being used, he could scheme no way to make it more effective, nor did he dare to dispense with it because of competitive conditions.

One manufacturer described how he had packed advertising literature in his cases to the jobbers, but that this literature had been cold-bloodedly discarded or used only to a small fraction of its possibilities. He is yet waiting for information that would suggest to him how he may secure better co-operation from the jobber.

The selection of mediums, all phases of the circulation problem, the preparation of copy, and various angles of the agency problem were described at length and evidently were occupying much attention from advertisers. There was

a uniform demand for facts rather than discussion. One manufacturer voiced precisely the views of several others when he said that if the trade journals could give him significant facts, he could be left to draw his own conclusions and make his own generalizations.

One of the largest manufacturers of automobiles in the country, who has advertised long and well, voiced the query of many another manufacturer. He said that his factory was running to full capacity and business was at high tide. His product was firmly established and enjoyed real prestige.

"What," he asked, "shall my volume of advertising be? When a business has been developed to a certain stage, a given amount of advertising is absolutely necessary in order to keep the business alive. How can we determine how much advertising? How can we locate the point of diminishing returns? How can we avoid the fatal mistake of under-advertising?"

All of the advertisers asked for good information about copy. Several of them took occasion to comment on the series of typographical articles which have been published in PRINTERS' INK.

The concreteness of the suggestions which are briefly indicated above is well illustrated by the following quotation from the letter of an advertiser who is spending about half a million dollars a year:

Is an advertiser who sells partly by catalogue and printed matter, distributed among farmers exclusively, justified in using the very best quality of printing and engraving and a high grade of enameled paper? Or would printed matter that cost much less and was perhaps less dignified, but a great deal more showy, be as effective or more effective in securing the farmer's interest and confidence?

Here indeed is work cut out for any trade journal which aspires to be of value. PRINTERS' INK has published many articles bearing in one way and another upon the themes suggested above. Many more articles will be published the coming year. Some of the manufacturers have submitted precise requests for information which have led to the preparation of

three or four series of articles which will make their appearance in **PRINTERS' INK** this fall and winter.

The point of all this is that **PRINTERS' INK** is not made on a haphazard or guesswork plan. The analysis of the market which we recommend to other manufacturers we apply in our own case. So if you see an article in **PRINTERS' INK** on a subject which does not particularly interest you, remember that to some other advertiser this topic may be the most vital problem in his entire business,—perhaps in another year it may even loom up in your own business as a pressing question on which you will want all the evidence available.

Another Stage In Dealer-Help

The reasons given by the able retail dealer who contributes the informing leading article to this issue of **PRINTERS' INK** to account for the reputed enormous waste of lithographed and other dealer-help material suggest the remedy for it.

A very large proportion of the material is bad and is thrown away, he says, because it is physically, artistically and practically unfit for store windows and counters. Some of it would be good if it were not too large for most dealers to use. Much of it is cheap and gaudy and otherwise out of touch with local taste or prejudices. And still other material has no selling power.

No dealer, says Mr. Murphy, the writer, will throw away a good cut-out merely because it is small; therefore make all of your cut-outs reasonably small.

If there are two, three or four classes or sections of the country that have to be appealed to in different ways, then have two, three or four different kinds of cut-outs, cards, hangers, trims or posters, just as you vary the black-and-white copy to fit men's, women's rural and trade papers. The principle is the same in both cases.

As for lack of selling power or

utility, there is no excuse in these days for not making the legend plain and simple enough to "get across."

There is enough in these criticisms and suggestions to start a good deal of thinking. Some of the greatest mistakes of advertising have come from regarding it as simple, whereas it is complex, and continually grows more complex. Apparently the great waste in the present respect comes in the same way from thinking that dealer-help is a very simple and not a complex matter—from thinking, for example, that all people are alike, that all dealers and dealers' stores are alike and that anything by the name of cut-out or card will serve the purpose.

A minute's reflection shows the absurdity of this. It is notorious that tastes, prejudices, humors, differ in different parts of the country and that dealer conditions likewise are different. Should not dealer-helps, therefore, to be effective, take these things into consideration? One kind of cut-out might easily answer the purpose for one article all over the country, while three different kinds of cut-outs might be hardly enough for another article. We often hear of an advertiser posting one section of the country with a brand new bill and yet reviving an old standby for use in another section.

What is true of posters, newspapers, street car cards and magazine advertising ought to be true of window and store interior advertising.

Would it, if so, increase the first cost to the advertiser? Not necessarily. It might to the printers and lithographers. It might increase the labor of getting designs. It might seem to pile up difficulties.

But these cannot be avoided. In the end it will clear up the mystery and throw a flood of light on the window and store display proposition. The latter is just in its infancy and we can think of no one thing that would do it more good than to get the field properly analyzed.

The Little Schoolmaster's Classroom

SEVERAL months ago an interesting experiment with printed letters was described in *PRINTERS' INK*. The contributor told of the doubt that had come into his mind as to the value of filling in names and addresses on the thousands of copies of a certain process letter that his firm sent out. To satisfy himself, he took three good-sized lists on which the letter was being used, divided them in half, and to three of the half-lists he mailed letters without any filling in of name and address; the letter opened merely with a question calculated to stir up interest.

The same letter was used on the other three half-lists, but this time the name and address were filled in with good matching.

When the results were tabulated they showed clearly that nothing had been gained by the filling in of the name and address. There was only a slight difference between the two try-outs, and that slight difference was in favor of the letters that had no name and address filled in.

As the test covered about ten thousand names, it could hardly be argued that it was not a fair one.

The *PRINTERS' INK* contributor did not contend that his test proved the uselessness of filling in name and address on *all kinds of printed letters*, but he argued that the test showed that at least filling in was unnecessary and a pure waste on some kinds of soliciting, and he indicated his belief that in those cases where the mailing list consists of people who are receiving dozens of printed letters every month, the inserting of the name and address made few, if any, think that the letter was in original typewriting—that the return depended altogether on the substance of the letter.

The publishing of the details of the experiment provoked considerable discussion pro and con as to the inserting of names and ad-

dress on printed letters. Various other contributors to *PRINTERS' INK* are firm in their belief that the conclusion arrived at in the experiment described is dead wrong; they are certain that the efficiency of printed-letter salesmanship is always increased greatly by a well-matched insertion of the name and address. However, these later contributors on this subject seem merely to be offering their opinions; they do not refer to any thorough tests in which a good letter has been tried both ways.

Now, the editor of the house-organ of a firm manufacturing letter-printing machines goes very warmly after the original contributor to *PRINTERS' INK*. He declares that the omitting of the name and address made the letter "advertising, loudly shrieking" instead of a "silent salesman"; that such omission makes the communication "careless, abrupt and even discourteous," and winds up with the conclusion that the returns brought by the letter merely show that there was a certain amount of business to be had by any sort of solicitation—that the letter in this case was a mere "order-taker" and therefore the test proved nothing.

* * *

Just how the critic knows that the letter was a poor example of letter salesmanship without having seen it is rather difficult to understand. The Schoolmaster happens to know that the letter has proved, after a use of hundreds of thousands, to be an exceptionally good letter. It was selected from a number written by writers who have given a great deal of attention to letter salesmanship. It commands interest with the very first sentence and presents an interesting proposition convincingly. It continues to this day to bring returns cheaply. The experiment certainly does not prove that filling in of names and addresses is always useless,

NO DROUGHT IN SOUTHERN WISCONSIN

Delightful rains and splendid growing weather have assured the finest crops that Southern Wisconsin, the field of THE JANESVILLE GAZETTE has ever experienced. Farmers haven't room to stack their hay. Corn stands so high that it looks like a young forest. Tobacco is filling out and developing splendidly. Sugar beets are exceptional. There is every prospect of one of the best seasons this field has ever enjoyed. The advertiser will make no mistake in placing his appropriation in those sections where there is an assured crop.

THE JANESVILLE DAILY GAZETTE Janesville, Wis.

A. W. ALLEN, Western Rep.,
919 Advertising Bldg., Chicago, Ill.
M. C. WATSON, Eastern Rep.,
286 Fifth Ave., New York City, N. Y.

HAVE AGENCY EXPERIENCE

Am now manager of manufacturing and forwarding departments of prominent advertising agency handling fifteen accounts and in my position have entire charge of all details, such as printing, composition, engraving, electrotyping, etc. My salary is \$25 per week and my employers are well satisfied, but I would be glad to consider a change to another agency or advertising department of manufacturing concern, if I could better my position. I would like to show you a scrap book I have kept showing accounts I have handled if you are interested. Address "YOUNG MAN," Box 88, care PRINTERS' INK.

Lincoln Freie Presse

GERMAN WEEKLY LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 125,667

BIG SPACE

BROADWAY COR. ABOVE 34TH ST.
100,000 square feet (or less) modern office space

\$1.00 [PER SQUARE FOOT

4 High Speed Elevators
Permanent Light Four Sides
Wonderful Advertising Location

Store and Basement for Lease

TELEPHONE OR WRITE

NELSON & LEE

Phone 6450 Greeley.
47 West 34th St.

Brokers Protected

but it does seem to show conclusively that the filling in work is entirely unnecessary on that advertiser's class of work, and it behooves other advertisers to experiment a little to see if they, too, are not wasting time and money in having typewriter operators insert names and addresses at considerable expense.

It seems certain that those who are receiving process letters constantly, recognize them as advertising matter. With such people, if a letter is "advertising, loudly shrieking" with the name and address inserted, it is "advertising, loudly shrieking" with the name and address off.

* * *

The Schoolmaster gives the following comment on "filled-in" form letters just as it came from the buyer for a large men's-furnishing store:

"I could not help thinking how many good things fall short through the lack of care when I read the enclosed letter from the

Hat Company. We did not buy any goods from this manufacturer last season, and when I started to read this letter I was impressed with what a good letter it was until I struck the places in the final paragraph where my name and the name of the manufacturer's salesman were obviously filled in, and then I knew I had been hoodwinked. I saw that it was a letter sent to all the trade, and my vanity was wounded. Of course, the arguments used are good and are just as true in a form letter as in a personal letter, but just think what these people might have done to make a better impression."

* * *

"We hope to have the pleasure of entertaining you again in the near future," wrote the on-to-his-job hotel man in sending a traveler an umbrella that he had left behind. There are only fourteen words in the sentence. "I didn't make the letter a long one, but it put the right spirit in it. It made the letter an advertisement of the kind that counts.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. No advertisement can exceed 28 lines. Cash must accompany order. Forms close Thursday.

ADVERTISING AGENTS

ALBERT FRANK & CO. 26 Beaver St., N. Y.
General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

Newspaper Classified

Carefully placed at publishers' lowest rates. Proof of insertion guaranteed or your money back. Write for select lists or send your list and ad for quotation. Agencies not handling Classified should write for our proposition. Bulletin "Adventurous Advertising" free on request.

Classified Dept.

THE ARKENBERG-MACHEN CO.
233-5 Nasby Building Toledo, Ohio

The value of the Advertising Service which we render our clients—cannot be gauged by price or superficial scrutiny, but only by the actual results—the sales increase which we have been able to bring about. Write on letterhead for Portfolio of Proofs.

HB

HELLER-BARNHAM, Essex Bldg., Newark, N. J.

ADVERTISING MEDIA

THE BLACK DIAMOND Chicago-New York-Pittsburg, for twenty-five years the coal trades' leading journal. Write for rates.

THE TEXTILE MANUFACTURER, Charlotte, N. C.; covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

Star's Yankee Trader and Mixer off the press Sept. 15. Sample copy 5 cents. *None free.* Want rate card with copy. Want ad mediums. **STARR'S NOVELTY CO.**, Toledo, O.

ST. PETERSBURG (Fla.) Eve. Independent—Only newspaper in the world that gives away its entire circulation free every day; in the year the sun does not shine upon its office. Clean, live, up-to-date. Intelligent and prosperous readers. Advertisers get results. Weekly Edition Thurs.

BILLPOSTING

8¢ Posts R.I.

Listed and Guaranteed Showing. Good Locations. Mostly individual boards. Write for open dates. Standish Adv. Agency. . . . Providence R. I. . . .

BUSINESS OPPORTUNITIES

A WISK man buys on a falling market. We have several good publishing propositions at attractive prices—from \$5,000 up—with easy terms to responsible men. **HARRIS-DIBBLE CO.**, 71 West 23d Street, New York City.

COUNTRY DAILIES AND WEEKLIES for Sale—all parts of the country; good propositions; prices range from \$1,000 to \$25,000. Write us. **AMERICAN NEWSPAPER OWNERS' EXCHANGE**, Rand McNally Bldg., Chicago.

Interest Wanted

In established and paying Adv. Agency or Trade Journal by thoroughly experienced advertising and publishing man. Box 109-A, Printers' Ink.

A PUBLISHING HOUSE at the centre of population, issuing a farm paper, magazine, books, etc., requires more capital to buy machinery and enlarge the business; a newspaper man who can finance a strong proposition can get into the best publishing organization in the United States. Address P. H. H., care **HOPKINS' SPECIAL AGENCY**, 150 Nassau St., New York.

FOR SALE

For Sale at a Bargain

Ruling machine and complete bindery outfit. Used only one week. Good as new. Need the money. Address Box 114-A, care Printers' Ink.

HELP WANTED

ADVERTISEMENT WRITERS—If you want a salaried position, as writer or advertising manager, send for free particulars about almost certain way to get it. Address CORBIN, Box 446C8, Madison Square, New York.

ADVERTISING REPRESENTATIVE wanted to cover the Eastern territory; 140,000 circulation per month. Regular and Special business. BENEDICTINE PRESS, Mt. Angel, Oregon.

Wanted: A thoroughly competent Business Manager for an up-to-date evening paper published in one of the largest cities in the United States. Box 107-A, care of Printers' Ink.

WANTED—Live advertising solicitor for New York City and contiguous territory. Must be young, ambitious, resourceful, have faith in himself, be familiar with machinery and iron working concerns. Fine opportunity. Address Box 112-A, care Printers' Ink.

WANTED—Man who has experience and ideas in preparing copy, planning advertising campaigns and selling space, to take charge of the advertising department of a paper in a town of 30,000. State experience and salary requirements. Address Box 117-A, care of Printers' Ink.

ILLUSTRATIONS

Drawings

Your ad illustrations, cartoons or decorative art work must have snap and sound execution. Parcel Post sends drawings flat, at a minimum, anywhere. Send for sample proof and terms. R. J. BIEGER, 2016 Allen Ave., St. Louis, Mo.

LETTER WRITERS

Letters

Direct. Least Expensive. Most Profitable Salesmen—if they are filled with human interest selling facts, ring sincere and true and have the selling punch. I write this kind. One for \$5.00. Series of Three for \$10. Send for sample. F. A. Ryder, Portland, Oregon.

MAILING LISTS

SAVE MONEY by purchasing guaranteed up-to-date mailing lists of every description at one-tenth usual cost. Catalogue free. NATIONAL TRADE DIRECTORY PUBLISHERS, 1000 N. Grand, St. Louis, Dept. A-2.

MISCELLANEOUS

MANUFACTURERS looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of **PRINTERS' INK** a certain means of getting in touch with "live" prospects. Advertisements in this department cost 25c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.25, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO.**, 18 W. 51st St., New York City.

POSITIONS WANTED

Young man, 23, with four years' experience solicitor for general magazines wants position with good future. Box 1011, care of Printers' Ink.

ADVERTISING SOLICITOR and Western Manager wants immediate change. Can show good record. Age forty and married. If interested, please write or wire. Address **MANAGER**, 409 Free Press Building, Detroit.

HUSTLING NEWSPAPER MAN with five years' successful record in all branches of newspaper work desires to enter advertising field. At present a student in advertising. What have you to offer? Box 108-A, care Printers' Ink.

ART and publicity manager, a business developer who can write, draw, sell and superintend the construction of advertising or promotion copy, wants work. Best of references. Fifteen years' experience. Address **ROOT**, 1514 Addison Road, Cleveland, O.

DO YOU require some one to handle your engraving, printing, catalog writing and compiling? If so let me know? My experience covers six years' advertising and printing as writer, estimator, superintendent. Possess forcefulness, tact and common-sense. Box 116-A, care Printers' Ink.

Well-Known and Widely Ex-

perienced advertising manager in Middle West desires new connection. Executive in agency or publication. Can handle advertising, sales or factory production. Nothing under five thousand considered. Box 111-A, care of Printers' Ink.

EXPERIENCED Sales Assistant and Letter-writer wants to make connection with "live" New York Agency. I. C. S. training in Advertising and seven years' experience in a line as yet "unscratched." Will be in New York in September and arrange personal interview, giving full details. Address Box "C. L. B.," care of Printers' Ink.

COPY WRITER

21 years old wants position as assistant to advertising manager. High School graduate and I. C. S. student. Refer to present employer. Optimistic, hustling spirit. Doesn't mind long hours. One who wants a chance. New York or Philadelphia preferred. Care of W. H. M., Printers' Ink, 1 Beacon St., Boston, Mass.

Trade Journal Manager

Capable man with 12 years' experience; good, practical ideas and proved ability, seeks new connection as manager of class publication, advertising manager, business manager or similar position in any line of business. Address Box 105-A, care Printers' Ink.

I'M IN

EDITOR, 27 years old, technical graduate with several years' experience on trade and technical journals and with knowledge



WRONG

of advertising, seeks a better position as editor or assistant on recognized publication. Address, Box 110-A, care of Printers' Ink.

ADVERTISING MANAGER wants a new position, having grown out of the old. Nine years' experience covering advertising, salesmanship, and newspaper work. Now advertising manager of large retail store in Ohio. Member Associated Advertising Clubs; studious, ambitious, practical, but not a "know-it-all." Address Box 116-A, care Printers' Ink.

All 'Round Magazine Man

with more than twenty years of experience in the periodical publishing business will be available September first. Has been circulation manager, business manager, editor and general manager. Thoroughly competent to handle any inside department. I am forty-five years old and conceded to be a "hustler." During the past year have been doing free-lance work, but for ten years previous was general manager of prominent New York periodical. Have a reputation for strict integrity and careful, economical and effective management. On a small magazine or trade journal could handle both business and circulation departments effectively. Would prefer connection where there was a possibility of buying a small interest later on, if alliance was satisfactory. Address Box 113-A, care Printers' Ink.

A \$3000 MAN WILL CHANGE FOR \$2500

Twelve years' advertising and selling experience. Careful, seasoned executive. Master of details as well as of big ideas. Old enough to have judgment—young enough to have enthusiasm. Successful record with two nationally distributed products. Capable of taking entire charge of advertising or selling campaign. American, married. Best of reasons for changing. Will accept the above salary as a starter, in order to make permanent connection with responsible manufacturer or agency. Address Box 106-A, care of Printers' Ink.

WE'RE LOOKING FOR A GOOD MAN WHO HAS A JOB AND WANTS A BETTER ONE

An established Advertising House of unquestioned integrity and stability, has an opening for an A-1 Territorial Representative.

The concern in question manufactures an advertising commodity "Internationally Known," and does business principally with larger advertisers throughout the country.

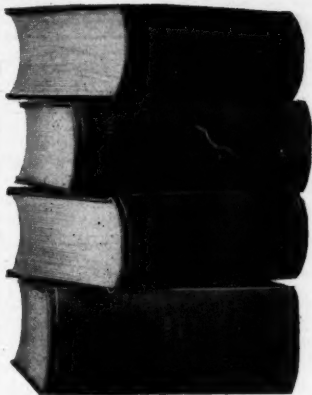
If your name is Colonel Sellers, and you have made good at selling you are eligible to write for specific information. A knowledge of Advertising in addition to Selling, would prove beneficial.

State details, business experience, earning capacity. Application strictly confidential.

M. A. VOGT, 1120 Prospect Ave., Cleveland, O.

PUBLICATIONS WANTED

ADVERTISING MAN with office will represent publishers in Ohio and surrounding States. High class farm papers and trade journals of character preferred. Give full details. Advertiser, 307 Cuyahoga Bldg., Cleveland, O.



The Issue You Need When You Want It

will always be ready if it's part of a bound volume of **Printers' Ink**. 1913 edition—four sections—\$8.00, postpaid. Heavy covers, black cloth and gold lettering

Early orders suggested as the supply is limited

Printers' Ink Publishing Company

12 West 31st St., New York City

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

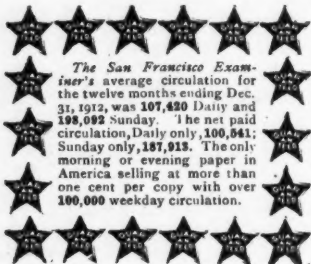
Birmingham, *Ledger*, dy. Average for 1912, 29,044. Best advertising medium in Alabama.

ARIZONA

Phoenix, *Gazette*. Average Mar., 1913, 6,276. daily. A. A. A. ex. reguarily.

CALIFORNIA

Los Angeles, *Tribune*. D'y & S'y av.'12, 89,261. Largest morning circulation in Los Angeles.



The San Francisco Examiner's average circulation for the twelve months ending Dec. 31, 1912, was 107,420 Daily and 198,992 Sunday. The net paid circulation, Daily only, 100,641; Sunday only, 187,913. The only morning or evening paper in America selling at more than one cent per copy with over 100,000 weekday circulation.

CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1911, 7,892; 1912, 8,124.

Meriden, *Morning Record*. Daily av.: 1910, 7,893; 1911, 8,085; 1912, 8,404.

New Haven, *Evening Register*, daily. Aver. for 1912 (sworn) 19,193 daily, 2c.; Sunday, 15,476, 5c.

Waterbury, *Republican*. Examined by A. A. A. regularly. 1912, Daily, 8,130; Sunday, 7,973.

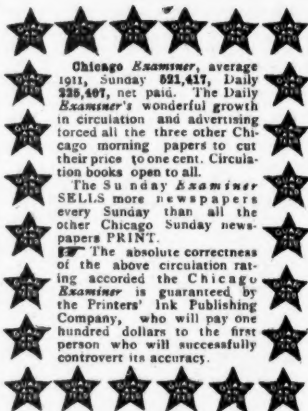
DISTRICT OF COLUMBIA

Washington, *Star*, Evening and Sunday. Average daily, 1912, 63,804 (©). Carrier delivery.

ILLINOIS

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1912, 2,269.

Peoria, *Evening Star*. Circulation for 1912, Daily, 21,591; Sunday, 10,449.



Chicago, *Examiner*, average 1911, Sunday 621,417, Daily 235,407, net paid. The Daily Examiner's wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the above circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

INDIANA

South Bend, *Tribune*. Sworn average July, 1913, 13,519. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*. Average 1912, daily, 9,876; Sunday, 10,864. "All paid in advance."

Des Moines, *Register & Leader—Evening Tribune*, 1st 6 mos. 1913, 66,571. Sunday *Register & Leader*, 40,423. 40¢ larger than any other Iowa paper. Supreme in want ad field.

Washington, *Eve. Journal*. Only daily in county. 1,975 subscribers. All good people.

Waterloo, *Evening Courier*, 56th year; Av. dy. 1912, 8,711. Waterloo pop., 29,000.

KENTUCKY

Louisville, *Courier-Journal*. Average 1912, daily, 28,066; Sunday, 49,151.

Louisville, *The Times*, evening daily, average for 1912 net paid 49,632

LOUISIANA

New Orleans, *Item*, 6 mos. sworn st'ment U. S. P. O. d'y & Sur., Oct.'12, Mar.'12, net cir. 48,825.

MAINE

Augusta, *Kennebec Journal*, daily average 1912, 10,908. Largest and best cir. in Cent. Me. Bangor, *Commercial*. Average for 1912, daily 10,892

Portland, *Evening Express*. Net average for 1912, daily 19,028. Sunday *Telegram*, 12,229.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1912—Sunday, 56,394; daily, 80,046. For July, 1913, 71,461 dy.; 84,625 Sun.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS



Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1912, 190,149.

Sunday

1912, 322,815.

Advertising Totals: 1912, 8,642,811 lines

Gain, 1911, 266,460 lines

1,724,621 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1912, to December 31, 1912.



Boston, *Evening Transcript* (©). Boston's tea table paper. Largest amount of week day ad.

Boston, *Daily Post*. July circulation averages of *The Boston Post: Daily Post*, 427,799, *Sunday Post*, 314,009.

Lawrence, *Telegram*, evening, 1912, av. 8,986. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1910, 16,562; 1911, 16,987; 1912, 18,338. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, *Evening News*. Actual daily average for 1912, 19,198.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '12, 20,367. The "Home" paper. Largest ev'g circ.

MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Average circulation 1912, 83,463.

Jackson, *Patriot*, aver. 1st ½ 1913, daily, 10,415; Sunday, 11,484. Quality circulation.

MINNESOTA

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1912, 105,380.



Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1912, daily *Tribune*, 100,124; Sunday *Tribune*, 142,981.

MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1912, 123,483

NEW JERSEY

Camden, *Daily Courier*. Daily average Oct. 1st, 1912 to Mar. 31, 1913, 10,930.

Camden, *Post-Telegram*, 10,900 daily average 1912. Camden's oldest daily.

Trenton, *Evening Times*. '08, 31,326; '09, 19,062; '10, 19,238; '11, 20,115 '12—21,930.

NEW YORK

Albany, *Evening Journal*. Daily average for 1912, 13,185. It's the leading paper.



The Brooklyn *Standard Union*, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1912, 64,408.

Buffalo, *Courier*, morn. Ave., 1912, Sunday, 99,692; daily, 84,496; *Enquirer*, evening, 37,182.

Buffalo, *Evening News*. Daily average, six months, 1913, 103,007.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1912, 6,739.

Schenectady, *Gazette*, daily. A. N. Liecy, Actual Average for 1912, 22,010. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

Utica, *National Electrical Contractor*, mo. Average for 1912, 2,666.

NORTH CAROLINA

Charlotte—Best town two Carolinas. *News*, best Evening and Sunday paper. Investigate.

Winston-Salem, *Daily Sentinel* (c.), av. Ap'l, '13, 4,550. *Semi-Weekly Sentinel*, av. April, '13, 6,360.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1912: Daily, 106,464; Sun., 124,285. For July, 1913, 116,123 daily; Sunday, 143,562.

Youngstown, *Vindicator*. D'y av., '12, 16,971. LaCoste & Maxwell, N. Y. & Chicago.

PENNSYLVANIA

Erie, *Times*, daily. Av. cir. 1st 6 mos. 1913, 22,536; 22,664 av., July, 1913. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Philadelphia, *The Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1912, 87,223; the Sunday *Press*, 178,863.

Washington, *Reformer and Observer*, circulation average 1912, 13,060.





West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1912, **18,185**. In its 41st year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre. *Times-Leader*, eve. net, sworn, average 1st 6 mos. 1913, **19,124**.

York. *Dispatch and Daily*. Average for 1912, **19,688**. Covers its territory.

RHODE ISLAND

Newport. *Daily News*, (evening) 66th year. Covers field. Circulation for 1912, **4,590**.

Pawtucket. *Evening Times*. Average circulation for 1912, **21,097**—sworn.



Providence. *Daily Journal*. Average for 1912, **24,463** (©©). Sunday, **34,777** (©©). *Evening Bulletin*, **52,547** average 1912.

Westerly. *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1912, **8,448**.

SOUTH CAROLINA

Charleston. *Evening Post*. Evening. Actual daily average 1912, **8,599**.



Columbia. *State*. Actual average for twelve months ending Dec. 31, 1912, daily **19,149**; Sunday, **18,820**. March, 1913, average, daily, **20,480**; Sunday, **20,180**.

VERMONT

Barre. *Times*, daily. Only paper in city. Av. 1912, **6,088**. Examined by A.A.A.

Burlington. *Free Press*. Examined by A.A.A. **9,418** net. Largest city and state.

VIRGINIA

Danville. *The Bee* (eve.). Aver. June, 1913, **8,248**. July, 1913, ave., **8,267**.

WASHINGTON

Tacoma. *Ledger*. Average year 1912, daily and Sunday, **21,347**.

Tacoma. *News*. Average for year 1912, **20,598**.

WISCONSIN

Fond Du Lac. *Daily Commonwealth*. Average year ending Dec. 31, 1912, **4,063**. Established over 40 years ago.

Janesville. *Gazette*. Daily average, July, 1913, daily **8,048**; semi-weekly, **1,848**.

Racine (Wis.) *Journal-News*. June, 1913, Average circulation, **7,081**.

ONTARIO, CAN.

Fort William. farthest West city in Ontario. *Times Journal*, daily average, 1912, **4,132**.

QUEBEC, CAN.

Montreal. *La Patrie*. Ave. year 1912, **48,287** daily. Highest quality circulation.

SASKATCHEWAN, CANADA

Regina. *The Leader*. Average, 1st 3 mos. '13, **12,308**. Largest circulation in Saskatchewan.

Want-Ad Mediums

CONNECTICUT

MERIDEN *Morning Record*. Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word; 5 cts. for 7 times.

NEW HAVEN *Register*. Leading want ad medium of State. Rate 1c. a word. Av. '12, **19,193**.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (©©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads *The Daily News*," says the *Post-office Review*, and that's why *The Daily News* is Chicago's "want ad" directory.

THE *Chicago Examiner* with its 541,623 Sunday circulation and 216,688 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE *Baltimore News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



THE *Boston Globe*, daily and Sunday, for the year 1911 printed a total of 498,000 paid want ads; a gain of 18,723 over 1910, and 340,886 more than were printed by any other Boston newspaper.



MINNESOTA



THE *Minneapolis Tribune*, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1912 **110,179** more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.


PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH


THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

Gold Mark Papers


Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign —Webster's Dictionary.

Announcements under this classification, from publications having the Gold Marks, cost 35 cents per line per week. Two lines (the smallest advertisement accepted) cost \$36.40 for a full year, with 10 per cent discount, or \$32.76 if paid wholly in advance


ALABAMA


The Mobile Register () Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA


The Evening and Sunday Star. Dy. av. 1912, 63,304 () Delivered to nearly every home.


ILLINOIS


Bakers' Helper () Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago () Actual average circulation for 1912-13, 17,266.


MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America ()


Boston Evening Transcript () established 1830. The only gold mark daily in Boston.


Worcester L'Opinion Publique () Only French daily among 75,000 French population.


MINNESOTA


The Minneapolis Journal () Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries more advertising than any paper in the Northwest.


NEW YORK


Brooklyn Eagle () is THE advertising medium of Brooklyn.



Dry Goods Economist () the recognized authority of the Dry Goods and Department Store trade.

Hardware Dealers' Magazine () Specimen copy mailed on request. 253 Broadway, N. Y.


New York Herald () Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post () Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

Scientific American () has the largest circulation of any technical paper in the world.

The New York Times () has a greater daily city sale than the combined city sales of five of the seven other New York morning newspapers. New York Tribune () daily and Sunday. Daily, now one cent—the best for the least.


PENNSYLVANIA

The Press () is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. 1912, sworn net average, Daily, 87,223. Sunday, 178,868.


THE PITTSBURG () DISPATCH ()

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal () only morning paper among 600,000 people. "The R. I. Bible."

TENNESSEE

The Memphis Commercial-Appeal () is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 32,000; Sunday, over 80,000; weekly, over 23,000.

WISCONSIN


The Milwaukee Evening Wisconsin () the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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The Buying Season

Many advertisers are keen and alert as to values throughout the entire year. Some advertisers look into values only at the time when making up their list. For any advertisers, any time, LIFE invites careful measuring of its value.

A medium which beyond question reaches readers with the "means" to gratify all reasonable wants. The object of all advertising is to eventually acquire the "means" for the advertiser. To use LIFE means the elimination of non-prospects because LIFE readers have the "Means."

Each standee in the social scale imitates the class next above him. LIFE'S readers are the topmost class in every community. Their influence is great; their doings are imitated by others. When you sell LIFE'S readers you have gone a long way toward selling the other half of the world.

Consider LIFE itself—safe, sane and steady. In its 32nd year, enjoying its greatest success, not trying to find itself or experimenting. It is solidly established.

Consider the unusual position treatment of LIFE'S makeup. Not a medium compares with it. Just another instance where LIFE is different.

When LIFE is a day late in arriving its readers query and wonder why. Do you know of another medium thus looked for? Evidence that LIFE is welcome and wanted. Wanted by considerably in excess of 200,000 men and women per week and additional readers all but beyond reckoning.

The above and many other peculiarly LIFE values are every day convincing additional advertisers of the unusual value of LIFE'S advertising columns.

Geo. B. Richardson, Adv. Mgr., 31st St. West No. 17, New York.

B. F. Provandie, Western Mgr., Marquette Bldg. 1537, Chicago.

AN agency with a large enough force to handle any demand made upon it by even the largest of several large accounts.

An agency with few enough clients to enable each man of importance to be in touch with even the smallest of several small accounts.

**FRANK SEAMAN
INCORPORATED**

Advertisers' Agents

116-120 WEST 32nd STREET, NEW YORK